

June 2016

KON PPSJ40/09/2012 (022844)

TTGmice

Asia-Pacific's intelligent business events resource

Brisbane puts the spotlight
on its incentive draws

Kaohsiung builds new
hardware and MICE alliance

Singapore showcases its
best to North Americans

SUSTAINABILITY CHAMPIONS



Hotel companies that have been advocating sustainable practices internally are doing much more today to help their clients meet with minimal negative impact on the environment and with maximum returns to the local community. *TTGmice* spotlights some of these inspiring hotel companies





BUSAN

“MICE BUSAN, NICE BUSAN”

For Business and Relaxation

Business and much needed relaxation.

Four-season attractions, entertainment and great dining await you.

We invite you to BUSAN, a city beloved by the whole world.

BUSAN MICE CITY, EXPECT MORE!

EDITORIAL**Karen Yue**

Group Editor (karen.yue@ttgasia.com)

Xinyi Liang-PholsenaDeputy Editor, TTG Asia & TTG India
(liang.xinyi@ttgasia.com)**Dannon Har**Assistant Editor, TTG Asia Online
(dannon.har@ttgasia.com)**Paige Lee Pei Qi**Assistant Editor, Singapore
(lee.peiqi@ttgasia.com)**S Puvaneswary**Editor, Malaysia/Brunei
(puvanes@ttgasia.com)**Mimi Hudoyo**

Editor, Indonesia (jdmfasia@cbn.net.id)

Rachel AJ Lee, Yixin NgSub Editors
(rachel.lee@ttgasia.com, ng.yixin@ttgasia.com)**Rebecca Elliot**Australia
(rebeccaelliott@hotmail.com)**Michael Mackey**Thailand
(mmackeybangkok@gmail.com)**Prudence Lui**Hong Kong/Greater China
(prului@yahoo.com)**Caroline Boey**China & Special Projects
(caroline.boey@ttgasia.com)**Julian Ryall**Japan
(jryall2@hotmail.com)**Rosa Ocampo**

The Philippines (rosa.ocampo@gmail.com)

Rohit KaulIndia
(rohitkaul23@gmail.com)**Feizal Samath**Sri Lanka/Maldives
(feizalsam@gmail.com)**Redmond Sia, Goh Meng Yong**

Creative Designers

Lina Tan

Editorial Assistant

SALES & MARKETING**Michael Chow**Group Publisher
(michael.chow@ttgasia.com)**Pierre Quek**Publisher, Online Section
(pierre.quek@ttgasia.com)**Stephanie So**Business Manager
(Hong Kong, stephanie.so@ttgasia.com)**Cheryl Tan**Corporate Marketing Manager
(cheryl.tan@ttgasia.com)**Kwek Wan Ling**Marketing Executive
(kwek.wan.ling@ttgasia.com)**Cheryl Lim**Advertisement Administration
manager (cheryl.lim@ttgasia.com)**Carol Cheng**Asst Manager Administration
& Marketing (Hong Kong, carol.cheng@ttgasia.com)**PUBLISHING SERVICES****Tony Yeo**

Division Manager

Kristy Lim

Publishing Services Executive

Lynn Lim

Web Executive

Katherine Leong

Circulation Executive

OFFICES**Singapore**

TTG Asia Media Pte Ltd, 1 Science Park Road,

#04-07 The Capricorn, Singapore Science

Park II, Singapore 117528

Tel: +65 6395 7575, fax: +65 6536 0896,

email: contact@ttgasia.com

Hong Kong

TTG Asia Media Pte Ltd, 8/F, E168,

166-168 Des Voeux Road Central,

Sheung Wan, Hong Kong

Tel: +852 2237 7288, fax: +852 2237 7227

TTG ASIA MEDIA PTE LTD**Darren Ng**

Managing Director

Raini HamdiSenior Editor
(raini.hamdi@ttgasia.com)**Karen Yue**
Group Editor

Let your hotel help you go green

In July 2014 *TTGmice* ran with a cover feature on green convention and exhibition centres in Asia, and we discovered that not all Asian clients gave priority of choice to venues that run a sustainable operation, preferring instead those that fit their budget and business needs.

Two years on, it seems that this mindset hasn't changed much.

When sounding out Asian MICE buyers on their demand for sustainable meetings, as part of our research towards this issue's cover feature on hotel companies that help clients meet in a sustainable manner, our reporters found it a challenge to identify companies that make a distinct effort to conduct their events with minimal negative impact on the environment and with maximum returns to the local community.

David Barrett, executive director of events, Amari Watgate Bangkok and Amari Pattaya, was spot on when he concluded his interview with us, saying: "Green meetings remain a niche segment, as most clients are driven by price and not environmental savings."

On the bright side, even as some MICE buyers aren't willing or able to invest in green meetings, several leading hotel companies are helping their clients meet sustainably through their own strict internal policy on sustainable operations that consider both the natural environment and the stakeholders in the local community.

Green meeting offerings at leading hotels are no longer a mere marketing gimmick where planners that take up the package will simply get water service out of a jug, sugar for coffee out of bowls and air-conditioning maintained at an ozone-friendly 25°C.

Most international standard hotels now have their operations guided by strict policies set by the parent company, allowing them to maintain energy input and waste output at optimal levels and aid needy communities while conserving the environment.

Hotel companies like Hilton Worldwide and Carlson Rezidor Hotel Group even offset carbon emissions of events held at their properties for free.

What this means is, clients are able to host sustainable gatherings just by choosing hotels managed and/or owned by these sustainability champions.

You can read all about them in our cover feature on page 20, and hopefully this will guide you to making the right choice for your next meeting.



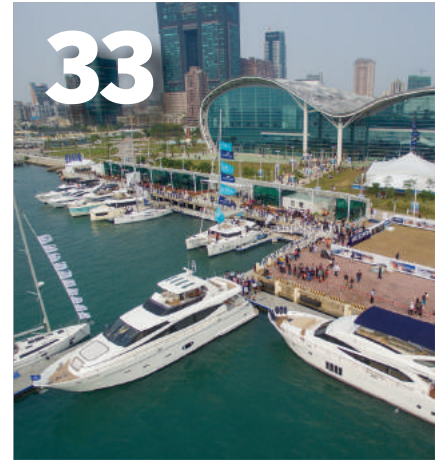
TTGmice, endorsed by the Asian Association of Convention and Visitors Bureaus, is published by TTG Asia Media Pte Ltd, and is mailed free-of-charge on written request to readers Asia-wide who meet a set of predetermined terms and conditions. Annual airmail subscription charges are US\$70 (Asia) and US\$90 (elsewhere). All rights reserved. No part of this publication may be reproduced in whole or in part without written permission of the publisher.

MCI (P) 165/08/2013, KDN
PPS1140/09/2012(022844), ISSN 0218-849X
Printed by KHL Printing Co Pte Ltd, 57 Loyang Drive,
Singapore 508968.

Find us on Facebook: www.facebook.com/TTGmice

Follow us at @TTGmice

Get your weekly news update at www.ttgmice.com



COVER STORY

20 Sustainability champions

Hotel companies that have been advocating sustainable practices internally are doing much more today to help their clients meet with minimal negative impact on the environment and with maximum returns to the local community. *TTGmice* spotlights some of these inspiring hotel companies, By Karen Yue, Paige Lee Pei Qi, S Puvaneswary, Prudence Lui and Michael Mackey

COUNTRY REPORTS

30 The exposure factor

Supporting tourism infrastructure and branding intelligence may be the driving forces to finally put Brisbane's overlooked incentive products on the map, Rebecca Elliott reports

33 A force to be reckoned with

Kaohsiung's city government has been building new infrastructure and setting up MICE alliances, reports Prudence Lui

36 Under watchful eyes

MICE sellers in Thailand are trading in the exchange rate tunnel vision for more broadly-informed strategies, intent on taking control where the opportunities arise, Michael Mackey reports

38 Playing the appropriate cards

Macau stakeholders report growth in MICE business despite weaker attendance according to official data. Still, more programmes are being created to keep the key Chinese market interested. By Prudence Lui

TTGmice

www.ttg mice.com

DEPARTMENTS

- 1 To our readers
- 4 Marketplace
- 8 Talk of the trade
- 14 Client files
- 16 In focus
- 40 Case studies
- 42 People
- 44 Over coffee with...



GRAND | HYATT

GRAND EVENTS

Grand Hyatt Macau is an ideal venue for your next event, be it an elegant lunch, a sensational themed evening, a grand party or an opulent ball. The pillar-free Grand Ballroom, unique Salão do Teatro with interactive open kitchen, and eight multifunctional Salons set the scene for memorable functions. Excellence is assured with experienced service, premium facilities and latest technology - including the Grand Hyatt Macau Events App, the interactive planning and communications tool for seamless events.

For enquiries or reservations, please contact the Sales and Events Department at +853 8868 1759 or email MACGH-Sales.and.Events@hyatt.com

GRAND HYATT MACAU

City of Dreams, Estrada do Istmo,
Cotai, Macau



We love

Feeding a hunger for local culture

Whereas dining functions presented by private chefs are often an elite affair, a social dining concept presented by VizEat looks set to give the experience a more homely feel, allowing guests to sample flavours of the destination in a local home.

Since coming into operations in 2014, the European company now has a network of 17,000 hosts in over 100 countries including Italy, the US, India, China, South Korea and Taiwan. Hosts not only provide a dining experience in their humble abode, some also offer cooking classes and market tours. To enjoy an activity offered by VizEat hosts, travellers need only to search and make a booking on the VizEat website.

While VizEat serves a largely leisure crowd, it has seen a 20 per cent monthly increase in corporate event bookings. And it is taking a serious look at the market by establishing online support for event planners.

Jean-Michel Petit, co-founder of VizEat, said: "In the coming weeks we will (introduce) a section on the website (allowing) corporate event planners to describe the event they are looking to organise. Based on (this), we will select the hosts and set up a co-branded website with the organiser." The experience could set planners back by US\$25 to US\$50 per pax.

VizEat's track record in putting together major social dining events includes the Airbnb Open in Paris last November, where over 1,000 Airbnb guests from around the globe dined simultaneously in local VizEat hosts' homes in the French capital.

The company will run OuiShare Fest for 1,000 participants this month, and a dining event for a major insurance company as part of an annual meeting in June, with over 2,000 delegates expected in attendance.

While the bulk of corporate bookings comes from Europe, Petit said the company is determined to expand its reach into Asia and had participated in IMEX Frankfurt in April to build awareness of its specialisation.

"We are also planning to (establish) strong curated host communities in Singapore, Hong Kong and Seoul (which are active destinations for corporate events) by 4Q2016 and expand quickly across more key Asian cities by 1Q2017," Petit said, adding that VizEat will work with the local tourism bureaus to promote the experience to corporate clients.

KidZania doors fly wide open for corporates

The new KidZania Singapore edutainment theme park on Sentosa island is now welcoming corporate clients, touting its ability to support venue buyouts for a wide range of events.

Located on Palawan Beach, the air-conditioned attraction offers 60 role-playing activities in a kid-sized city.

Leong Yue Weng, KidZania Singapore's general manager, said: "Demand for unique venues in Singapore have been consistently high, especially given Singapore's small geographical land area. Home to many global and regional headquarters, Singapore is favoured as a MICE destination. KidZania Singapore is perfectly positioned to leverage on this demand, and is able to offer a unique event space by delivering an entire city instead of a venue."

Since its opening in mid-April, the attraction has received "overwhelming" interest from event planners looking to hold "a range of events, including corporate staff retreats and dinner-and-dance", revealed Leong.

Leong opined that the attraction is also suitable for family days, product launches and cocktail receptions.





HOT DEALS



Sofitel Singapore
Sentosa Resort & Spa

Sofitel Singapore Sentosa Resort & Spa

The hotel has created a Corporate Dinner & Dance package for groups of at least 100 pax for use of its Saffron Ballroom or 200 pax for use of its Straits Ballroom.

Included in the package are a choice of a six-course Chinese set, international buffet or barbeque buffet; free-flow soft drinks and mixers; a 20-litre Tiger Beer barrel (with use of Saffron Ballroom) or 30-litre Tiger Beer barrel (Straits Ballroom); use of a pre-dinner venue; a rostrum; microphone and LCD projector; parking for all guests; and two-way transfer (a 40-seater each way).

International dinner buffets are priced from S\$138** (US\$101) per person, barbeque buffets at S\$150** per person, and Chinese courses from S\$1,388** per table of 10 guests.

The hotel will also throw in a complimentary spa treatment worth S\$180** as a lucky draw prize (for Saffron Ballroom) or two complimentary spa treatments (Straits Ballroom).

Planners can also pick two value-adds for events hosted in the Saffron Ballroom or three in the Straits Ballroom.

Email h9474@sofitel.com

Pullman Bangkok Hotel G, Thailand

The hotel is offering meeting groups from Singapore an exclusive package priced at S\$50 (US\$37) and S\$40 per person for a full- and half-day arrangement respectively.

Complimentary perks available to the group include one room upgrade to an Executive Room with Executive Lounge benefits for every 20 confirmed rooms per night, accommodation for the organiser, soft drinks during the meeting, group photo service, among others.

Meeting groups can also enjoy the hotel's newly renovated G Deluxe Room at approximately S\$160 per room night (non-commissionable), with two free soft drinks from the mini bar each day and a welcome drink at Playground Bubble and Mixology Bar.

The offer is valid for bookings made by September 30, 2016.
Call (662) 238-1991 for more information.



Le Royal Méridien
Shanghai, China

Le Royal Méridien Shanghai, China

The hotel is offering full- and half-day meeting packages until September 30, 2016, priced at RMB1,288 (US\$198) and RMB1,200 per person respectively.

The full-day deal includes a night's stay in a deluxe room; breakfast; and a meeting arrangement with two refreshment breaks, lunch and use of a projector and venue. Half-day packages come with one refreshment break.

An additional RMB399 applies to a second guest in a twin-share room arrangement.
Email mice.shanghai@lemeridien.com



The Luxury Meeting Choice

DoubleTree by Hilton Jiaxing has flexible space of meeting rooms, including a 9 meters high luxurious ballroom without pillar and 9 multi-functional conference hall, suitable for all kinds of meetings and activities.
Hotel's professional team will provide the most advanced audio-visual equipment and creative service, to ensure that every event to be success.

Meeting Package:

Full day: RMB408/person Half day: RMB268/person

(Suitable for 20 persons and above)

688 Juxian Road Xiuzhou District,
Jiaxing, Zhejiang, 314000, China
T+86 (573) 8266 6666
F+86 (573) 8260 3333



www.jiaxing.doubletreebyhilton.com



Uno Mas

Xinyi Liang-Pholensa discovers organic, sustainable eats at this restaurant high above the city of Bangkok



Location

The 54th floor of Centara Grand & Bangkok Convention Centre, right in the heart of Bangkok's downtown at the Ratchaprasong Junction.

Ambience

A terrific tapas bar and restaurant perched on the 54th floor of Centara Grand & Bangkok Convention Centre, the venue has its feet firmly planted in the Thai capital's pulsating downtown and its heart in the Iberian Peninsula.

Decked in hues of teal and terracotta, Uno Mas boasts a rustic yet elegant vibe with Moorish-influences, glazed floor, arches and exposed wooden ceiling beams.

The restaurant has three zones: the 42-seat Wine Cellar, the 60-seat Tapas & Raw Bar, and the 78-seat Dining Deck. The Wine Cellar has tables and lounge seats overlooking the glass cellar centrepiece, while the Tapas & Raw Bar features a huge display of fresh oysters and seafood, an open bar and communal tables.

At the Dining Deck, patrons can mingle in the semi-alfresco space over feisty cava and scrumptious tapas while observing the signature Cochinitillo suckling pig roasting over the fire pit and Jospier oven. Furthermore, the chest-high glass walls wrapping the restaurant allow guests to move close to the edge for views of a setting sun over the sprawling city.

Menu

Led by Catalonia-born chef de cuisine and restaurant manager Joan Tanya Dot, Uno Mas specialises in Iberian-Mediterranean food, ranging from pièces de résistance like the 36-month-cured Jamon iberico ham to non-Spanish interpretations such as live Boston lobster tail sashimis.

Tapas plates hit our table minutes after our



order: wild porcini mushroom croquettes, fried baby squid with aioli and lemon, and Wagyu beef and pluma pork meatballs. For main courses, we opted for fideua (angel hair prepared like paella) crowned with squid and langoustines and snowfish with Jerusalem artichokes and Joselito ham. The warm churros with Valrhona chocolate sauce rounded up our meal on a sweet note.

Uno Mas also shares a two-storey, 2,000-bottle transparent wine cellar with the famed Red Sky rooftop bar. An outstanding selection of 36 Spanish wines are available. Priced from 170 baht (US\$5), drinks here are definitely a steal, considering the venue's sky-high location in an upscale hotel setting.

Service

The crowds were visibly thinner when I visited on a Wednesday, a public holiday, allowing the staff to pay even more intimate attention to diners. I had wanted to catch the sunset but arrived too early, so the thoughtful receptionist suggested I enjoy a bubbly in the air-conditioned comfort of the Wine Cellar before proceeding to the Tapas & Raw Bar for dinner.

Verdict

No matter where one is seated, sublime tapas – and views – are guaranteed at Uno Mas.

Contacts

Address: 999/99 Rama 1 Road, Pathumwan, Bangkok
Tel: (66) 2 100 6255
Email: diningcgcw@chr.co.th
Website: www.unomasbangkok.com

Opening hours

16.00 to 01.00 for Wine Cellar and Tapas & Raw Bar; 18.00 to 01.00 for Dining Deck

Fraser brings its Mercedes-Benz Living treatment to Singapore

Mercedes-Benz Living@Fraser has been launched at the Capri by Fraser Changi City Singapore.

Nine terrace suites at the property have been given the Mercedes-Benz-focused design treatment, including S-Class gray-silver leather accents throughout the apartment, bed lighting inspired by signature Mercedes-Benz headlamps and a chandelier made out of Swarovski crystals.

Guests of the Mercedes-Benz suites are also entitled to services such as chauffeur-driven airport pick-up in a Mercedes-Benz S or E class, special access to an AMG Simulator as well as exclusive use of the Mercedes-Benz Trek bicycles to explore Singapore's East Coast.

Located in Changi Business Park within walking distance to Singapore EXPO, the property is part of a mixed-use development comprising offices, a shopping mall and a variety of dining, retail and entertainment options.

The suites are now open for stay at rates from S\$400 (US\$296.50) per night.



Oakwood swings into Brisbane with first property

Oakwood Asia Pacific has opened the 162-unit Oakwood Apartments Brisbane, the very first Oakwood-branded property in Australia.

The property is located between Brisbane's CBD and Fortitude Valley, and is walking distance from many retail and F&B options in the city.

Facilities include a tennis court, outdoor pool and spa, sauna, gymnasium, as well as Alto Restaurant and Bar which opens daily for breakfast and dinner.

Four conference rooms are also available and can accommodate up to 220 guests.

Gee, what a lot of new creative spaces!

Pullman Bangkok Hotel G has completed renovations to its event spaces and selected guestrooms, and now boasts several creative and designer spaces that promise to evoke inspiration and enhance creative thinking during meetings.

Event venues on offer now include The Retreat, a collection of three contemporary meeting rooms that are spacious and lit with natural daylight; The Library, a collection of four meeting rooms that are designed to resemble an architect's studio, offering lounge areas with modern soft furnishings; The Gallery, a collection of four Art Deco-styled meeting rooms that can be combined to become a New York style art gallery, complete with art pieces and modern minimalist décor; and Ballroom 38, the hotel's grand ballroom which can accommodate 350 guests.

The hotel is able to support residential meetings with its inventory of 469 guestrooms, all with designer amenities and city views.



Lounge and swim for a song

Travellers arriving exhausted in Melbourne can now have a quick re-charge at Parkroyal Melbourne Airport which has rolled out a swim and lounge package for only A\$15 (US\$11).

The package allows hotel guests and visitors alike to relax and rejuvenate in the hotel's heated pool, whirlpool bath, sauna, steam room and bathrooms which come with complimentary amenities, and refuel at AIRO Restaurant & Bar where Express meal options are available.

Travellers who desire a private space to unwind have the option of booking a standard room for three hours at A\$85, five hours at A\$105 and eight hours at A\$130 between 07.00 and 19.00 daily.



Thai seaside destination welcomes SO Sofitel

The luxurious SO Sofitel Hua Hin has opened in what used to be the Thai royal family's favourite summer retreat, bringing with it 77 guestrooms including six pool villas, a collection of innovative F&B outlets like White Oven Thai restaurant and HI-SO rooftop bar, the Zen Ballroom for 130 guests in a banquet setting, a 12-seat Bliss boardroom, a gym, a spa and two pools.

Located a 150-minute drive from Bangkok, the resort also boasts private access to Cha-am beach.

Design-wise, SO Sofitel Hua Hin bears the signatures of fashion designer Polpat Asavaprapha, award-winning Thai architect Duangrit Bunnag and renowned interior designer Donatien Carratier.



 **ACCORHOTELS.COM**

COME FOR BUSINESS. STAY FOR PLEASURE

PULLMAN KUALA LUMPUR CITY CENTRE HOTEL & RESIDENCES

Perfect for work and play, Pullman KLCC offers everything you need to make your business engaging, meeting memorable, and special event spectacular. Ideally situated in the city centre's business and entertainment district, the hotel offers up to 1500m² of flexible space including a pillarless Grand ballroom, 9 meeting rooms with 6 rooms lit with natural light.

BOOK NOW FOR THE BEST PRICE AT
ACCORHOTELS.COM |
PULLMAN-KUALALUMPUR-CITYCENTRE.COM





A five-year courtship worth S\$700 million

By Paige Lee Pei Qi

The Singapore Tourism Board (STB) will be getting S\$700 million (US\$520 million) to support its destination promotions over the next five years, and a part of it will be channelled to the Business Events in Singapore (BEiS) fund to provide organisers, corporations and associations greater support for their events.

The exact amount of funding for BEiS has yet to be determined at press time. STB assistant chief executive, Yap Chin Siang, told *TTGmice* that “detailed perimeters are still being worked through”.

What is known at this stage, according to STB chief executive Lionel Yeo, is that the enhanced funding will enable the bureau to support business development initiatives that are industry driven.

Yeo said: “This will allow us to support three or more business entities

coming together to collaborate and undertake business development initiatives. For example, a MICE venue, a DMC and a cluster of hotels can now be supported in their joint effort to go after an incentive group or large-scale business event.”

BEiS will also be used to support associations in their pre-bidding activities.

Yeo said: “We recognise that associations need to start their lobbying earlier to increase their chances of successfully bidding for events.”

STB assistant chief executive, Yap Chin Siang, added: “(For instance), we can support them five years in advance by flying local association members to relevant global business events prior to bidding. This will put them on a much more competitive footing so they can secure world-class exhibitions and conferences.”

Corporate travel policies not addressing safety concerns



Safety concerns during business travel are not being adequately addressed by corporate travel policies, according to a recent study by ACTE, *Business Traveller Magazine* and American Express Global Business Travel.

The research finds that only 25% of companies have changed destination policy as a result of a terrorist act or threat, even though 56% of travellers have changed their attitude about visiting the destinations.

A majority of 67% of respondents stating that there is a psychological effect on them or their families when travelling to a region where they may not feel safe.

Only 10% of business travellers say they are “utterly fearless” regarding terrorism while 25% have “very little fear”.

Meanwhile, 65% of business travellers indicate that they have varied fears, including being stranded in a security lockdown, in-flight terror incidents, and the threat of medical health risks.

However, a majority of respondents fear mugging and traffic accidents while on the road more than the possibility of a terrorist attack.

Also significant is the finding that travel managers have a higher estimation of their policy’s effectiveness in addressing risk as compared to more skeptical business travellers. Specifically, travellers wanted more access to up-to-date risk management tools and specific safety briefings for various destinations.

Compounding on the issue is the response of 31% of travellers in the sample saying they worry that a reluctance to travel could hurt their careers.

The study is done through a poll of 605 business travellers and 270 corporate travel executives over a two-month period, prior to the attacks in Belgium.

New destination brochure, MICE guide for Penang

The newly formed Penang Convention & Exhibition Bureau (PCEB) has launched two publications – the *Destination Experience Brochure* and the *Penang MICE Guide 2016-17*.

The *Destination Experience Brochure* showcases Penang’s rich culture, heritage, colonial, nature and artistic aspects, while highlighting the diverse conventional and unique venues for business and leisure events. Complementing the brochure is the *Penang MICE Guide 2016-17*, which features a comprehensive list of more than 50 venues such as luxurious hotels and grand convention centres from all over Penang. It also provides useful information such as the capacity and facilities of each venue.

Both publications were produced in-house by the PCEB team.

Chief minister of Penang and chairperson of PCEB, Lim Guan Eng, said: “I believe these publications will garner the attention of MICE buyers, associations, and meeting and event planners worldwide. (These will help to) position Penang as the preferred MICE destination in this region.”

Busan reverses MERS MICE slump

By Karen Yue

Inbound business events to Busan have made a “significant” recovery since the South Korean government’s official all-clear declaration on October 29 last year, following a spate of MERS infections in the country.

Peter Jang, chief marketing officer with Busan Tourism Organization (BTO), shared that “exaggerated media reports” on MERS cases in South Korea between May and July 2015 had dented inbound tourism including business events.

During that period, the number of incentive events tumbled from 54 to 26, seven international business events were cancelled, attendance at events tumbled, and 200 domestic business events were either cancelled or delayed, according to Jang.

However, recovery came swiftly, a result of persistent destination marketing by the port city.

Between August and November 2015, Busan welcomed a number of high profile business events such as the 2015 International Union of Pure and Applied Chemistry 48th General Assembly in August, ASEAN + 3 Task Force Meeting in September and 25th International Photovoltaic Science and Engineering Conference in November.



Jang: city-wide backing for World Expo bid

“We are confident about being able to (reverse) the damages (to our MICE business) brought on by the MERS incidents,” remarked Jang, who added that Busan has gone on to clinch two association events in recent months – the 2017 IUPAP International Cosmic Ray Conference and the 2019 International Conference on Tritium Science and Technology.

To keep interest high, Jang said BTO is attending “all MICE exhibitions and roadshows in Asia-Pacific”, conducting fairs for event planners, and investing in marketing and branding efforts “to enhance

the image of the city and position it as the most attractive MICE destination”.

“We also cannot underestimate the importance of strengthening our network with associations and academic societies in order to attract new international congresses to Busan,” he added.

Meanwhile, Busan’s bid for World Expo 2030 has resulted in a number of related international events being held in the destination.

Jang said the city has placed its support firmly behind the bid.

He said: “A steering committee for the event has been spearheading several promotional campaigns while the Busan Metropolitan City and Busan City Council have enacted a municipal ordinance last August to attract the event.”

Explaining the importance of scoring the World Expo 2030, Jang said: “(It) is the one of the biggest mega events in the world, (and it will) catalyse Busan’s economic growth and raise its (global) image.”



THE IDEAL PLACE FOR EVERY OCCASION






Are you looking for your dream meeting venue?

- Convenient location
- Perfect setting
- Fully equipped and flexible meeting space
- State of the art facilities
- 5 star accommodations within the property
- Sales managers who are passionate to assist you
- Events managers who are on call 24 hours a day
- Exceptional Food and Beverage options
- On-site parking
- A talented team for hassle-free planning, service and support

Your success is our top priority!

We have the perfect meeting package specifically tailored to your needs

Starting from THB 1400 / person

 **FACEBOOK**
royalcliff
  **INSTAGRAM**
royalcliff

 **TWITTER**
royalcliffgroup
  **PINTEREST**
royalcliff

For enquiries or RFP please contact mice@royalcliff.com
Tel: (+66 38) 250421 | Fax: (+66 38) 250511 | www.peachthailand.com | www.royalcliff.com
353 Phra Tamnuk Road, Pattaya, Chonburi 20150, Thailand

Upon booking, quote this promo code **TGM16J** to get a special deal

Western Australia reinstates funding for Perth CVB

The government of Western Australia has decided to retract the proposed cuts in state funding for the Perth Convention Bureau (PCB).

The move comes on the back of lobbying efforts by business events stakeholders in opposition to tightened funding announced in the state budget, which would have seen funding for PCB slashed by up to 30 per cent over the next three years (2017-2019).

Opposition party Western Australian Labor Party had in March jumped in to counter the government's budget cut by pledging an investment for the conventions bureau, which works out to an estimated 60 per cent increase in funds.

Welcoming the state government's recent decision, PCB CEO, Paul Beeson, said: "We are grateful to the premier and state government for the reinstatement of this funding, particularly given the fis-

cally tight environment in which the government currently sits. It's an important acknowledgement of the high return on investment (ROI) PCB offers and recognition of the role of business tourism in the economy and fabric of our state."

Elaborating on the "high ROI", PCB estimated that it generates a return of over 30 times the amount invested by the state, far exceeding that seen in competing destinations.

Further entrenching the importance of the business events sector to Perth, PCB stated that conference delegates spend over five times more than leisure tourists.

Beeson concluded: "In the context of our state's increasing reliance on the visitor economy and the expanding venue and accommodation stock, any cuts to such a successful organisation and industry are illogical."

IACC rebrands



IACC, a global association that represents small to mid-sized meeting venues, has rebranded to better repre-

sent its 378 members from 22 countries.

Extensive research with members and industry stakeholders was conducted and the result is a new logo. Made up of four overlapping hexagons, the logo illustrates the strength and alignment of universal connectivity, and represents the four brand pillars: exclusive meeting venues, by design; at the forefront of meetings innovation; globally connected network of passionate members; and curators of exceptional meeting experiences.

Mark Cooper, IACC CEO, said: "As we continue to grow and expand the association globally to thrive in what is undoubtedly a fast changing meetings industry, the brand needed to evolve to acknowledge this."

Alex Cabañas, IACC president, added: "This gives us a refreshing new look that reflects and projects a modern, forward thinking and innovative personality, which remains a unique characteristic of the IACC global community."

Founded in 1981, IACC members include conference centres, seminar houses and meetings-focused hotels and resorts.

Oakwood to debut in Malaysia soon

Serviced residence operator Oakwood Asia Pacific is set to enter the Malaysian market in September 2016 after a confirmed partnership with developer Plenitude Berhad.

The 252-unit Oakwood Hotel & Residence Kuala Lumpur will be located in the Ampang district.

Facilities include meeting rooms, a grand ballroom, a swimming pool, a gym and a restaurant. High-speed Internet connection and 24-hour concierge and front desk services will also be available.

According to Elsie Chua, chairman of Plenitude Berhad's board, 50 million ringgit (US\$12.3 million) has been invested for the renovation and upgrading of the Oakwood property, which takes over the space formerly occupied by The Nomad Sucasua Kuala Lumpur.



Plenitude Berhad's Elsie Chua and Oakwood Asia Pacific's Dean Schreiber inks a partnership

{ Advertorial }



ONE MINUTE
with IT&CM Events

IT&CM China 2016 Celebrates 10th Anniversary

Setting A New Record Of Over 14,000 Business Appointments Conducted

For the 10th year running, IT&CM China 2016 has firmly established itself as the best platform for international and leading Chinese players in the MICE industry to explore business and collaboration opportunities on all fronts – inbound, outbound and domestic.

This year, IT&CM China's winning formula, comprising structured business appointments, exhibition showcase, destination presentations, seminar sessions, sponsored networking functions, and tours, was enhanced by new initiatives in media engagement and education – maximising ROI for delegates across over 70 business, education, and networking sessions.

Highlights At A Glance

Business

- Over 14,000 structured business appointments (up to 100% pre-scheduled)
- More than 500 MICE, Associations, and Corporate buyers (70% Chinese, 30% International)
- Exhibition showcase, featuring 640 exhibitors from 280 exhibiting companies and organisations
- Two-track Media Briefing format for International and Chinese media respectively **NEW**

Education

- **Spotlight On Incentive** **NEW** (In Collaboration With SITE)
- MICE-interest topics at 6 **Campfire Knowledge Sessions**
- 4 forums at **Association Days @ IT&CM China**

Networking

- **Sponsored functions** including the opening ceremony and welcome dinner, lunches and cocktails
- **Pre-show city tours** and **first-ever post-show tour to Kyushu, Japan**, for international buyers
- With delegates at co-located event **CTW China: The Leading Corporate Travel Management Conference For China**

Follow Us On
WeChat For
The Latest Updates
WeChat ID:
ITCMCH



IT&CM China 2017 will be held from 18 – 20 April, at Shanghai Exhibition & Convention Center of International Sourcing. Register at www.itcmchina.com or email itcmchina@ttgasia.com.

IT&CM events
Leading MICE Events In Asia-Pacific, China and India

IT&CM CHINA
Leading MICE Events In Asia-Pacific, China and India

IT&CM Asia
Incentive Travel & Conventions, Meetings

IT&CM India
Incentive Travel & Conventions, Meetings

Zenith targets Asian MICE markets

By S Puvaneswary

The Zenith Hotel Kuantan has turned its attention to three Asian markets – Singapore, Indonesia and China – after four years in operation to expand its business beyond domestic sources.

General manager, Nathan Vaithi, told TTGmice: “It is time we expanded. We have very good hardware and software for meetings, incentives and conferences. We are the only facility on Peninsular Malaysia’s east coast with a dedicated conference and exhibition centre.

“This year, we were awarded the ASEAN Green Hotel Standard which will give

us an edge when we bid for MICE groups. Being close to two well-known beaches, Teluk Chempedak and Cherating Beach, is an added advantage.”

The property has 12 meeting rooms, two exhibition halls, and three ballrooms which can fit 5,000 people theatre-style when combined.

The Zenith Hotel Kuantan recently hired a director of sales for MICE and is currently creating indoor and outdoor teambuilding packages. There are also plans to participate in IT&CM Asia this October, as well as conduct product presentations for meeting planners.

{ In brief }

Two major events to head to Sri Lanka

Sri Lanka will play host to a UN conference next month and the annual congress of the National Union of Travel Agents of France (SNAV) in October, an event that is expected to help boost French arrivals into the country.

The July event is expected to bring more than 100 foreign guests to Sri Lanka, while the SNAV will be attended by more than 500 travel agents from France.

ITB Asia 2016 sets MICE day

The MICE sector will get its own full-day conference programme for the first time at ITB Asia on October 20, with SITE and Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) coming in as new show partners to bring content to attendees.

HRS expands partnership with Concur Travel

As part of an expanded partnership, corporate hotel booking platform HRS will enhance the display of its inventory on payment solutions provider Concur Travel. At the same time, HRS will integrate with Concur Triplink, enabling travel managers to track bookings and expenses on the HRS platform.

The enhanced partnership will also see HRS and Concur conduct joint sales activities.

{ 2016 Calendar }

June 14-16

The Meetings Show
London,
England

June 16-17

ITE Hong Kong
Hong Kong

June 15-17

IBTM America 2016
Nashville, the US

**July 27-
August 1**

AMITE
Singapore

Finding the Lowest Hotel Rates

Individual corporate travelers do not always possess an overall view of the travel volume generated by all their colleagues. Finding a one-off cheap rate doesn't help companies consolidate volumes, neither does it gain negotiation power with hotels. With increased transparency and knowledge of public rates through the Online Travel Agencies and price comparison websites, corporate buyers today have trouble distinguishing between the different hotel pricing options available. The availability of free information also means that travelers may see low non-refundable saver rates on a hotel's website and compare them to fully flexible rates negotiated by the company.

Corporates require the best of both worlds – a choice of hotels to meet travelers' needs at the lowest price, bearing in mind booking conditions. Effective rate negotiation is as much about choice as price; the mix of rates available is determined by the corporate's choices. The lowest rate may not be the most cost effective rate, as negotiated rates often include airport or local transportation, breakfast, Internet, parking and other amenities. Corporate buyers no longer need to choose between dynamic and fixed price models when it comes to finding the lowest hotel rates. Neither do procurement managers need to invest the time to create a hybrid model. In order to leverage the best value, HRS, the leading hotel solutions provider, has a few key pieces of advice for buyers:

1. The key driver in any hotel rate negotiation is occupancy. Volumes can be leveraged to source and shortlist hotels that meet the corporates quality and location requirements – as well as price objectives. Develop an understanding of the day of week, location and seasonality patterns in order to take advantage of the available rate types.
2. The cost of amending or cancelling a booking should also be factored into the negotiation. HRS estimates that one in six corporate bookings are cancelled or changed. The incremental cost to the corporate could be as much as 100% of the first night's stay.
3. The dynamic nature of hotel rates means that price does not necessarily equate to quality. It does not always follow that a better quality of hotel should cost more. New hotels are generally more prepared to offer lower rates because they need to 'lock in' corporate business and have the flexibility to do so.



Thailand celebrates the success of your convention with you

Convene in Thailand with our **"Convene in Paradise"** promotional campaign and make your event even more remarkable with up to 1,000,000 Baht support!



Thailand makes a strong case as Asia's premier location for business events. A strategically vital location in the center of Asia. Natural beauty and legendary hospitality. Impeccable infrastructure and facilities. When coupled to the irresistible "Convene in Paradise" promotional campaign, we can elevate the quality of your convention and create a heavenly moment together in Thailand.

Support* in the **"Convene in Paradise"** promotional campaign will be provided to the following groups:

- 1,000,000 Baht support for conventions with a minimum attendance of 1,000 international delegates.
- 1,000,000 Baht support for conventions in the 5 'Focus Industries' with a minimum attendance of 500 international delegates. The five industries comprise: Health & Wellness, Energy, Food & Agribusiness Infrastructure & Logistics, and Automotive & Electronics.
- 300,000 Baht support for offshore conventions with a minimum attendance of 200 international delegates, where 80% of the delegates originate from the same country.

*Terms & Conditions apply.

Contact us at www.businesseventsthailand.com
or conveneinparadise@tceb.co.th

Thailand's 5-point plan for AEC growth

Fresh opportunities for conferences in 5 industries in the kingdom



Thailand is sending a call out to conference planners around the globe with a new promotional campaign centered on the five key industries of growth of the ASEAN Economic Community (AEC).

Blessed with a strategic position in the heart of South-east Asia, great weather, hospitable culture and government-supported incentives for economic development, Thailand is an economic star of the region and already a leading player in industries critical to regional growth:

Green energy

South-east Asia's leading country for renewable energy, the Thai government is getting down to business in order to have 20% of the country's total national energy consumption come from sustainable sources by 2022. Solar power and renewable energy crops are two major generators of green energy in Thailand and the country is dangling promotional incentives to encourage more investment in this area.

Automotive and electronics

Half of the world's top 100 auto parts companies have factories in Thailand, making the country a key player in the international automotive and electronics industry. Thailand's auto assembly production capacity hit 2.85 million vehicles per year in 2013 and currently supplies 12% of national GDP and employment for 550,000 people. Always on the cutting edge of industry, Thailand is moving towards a

focus on sustainability with national project Eco Car Phase 2, which aims to position the South-east Asian nation as a global leader in the production of greener, cleaner vehicles.

Medical tourism

Over two million people come to Thailand every year for the excellence and affordability of health services in Thailand - be it for medical procedures, integrative wellness or alternative medicine. With its population of highly qualified medical professionals and wealth of internationally accredited medical facilities, Thailand is a capital of medical tourism in South-east Asia with a vibrant medical tourism industry worth some US\$4.1 billion.

Food and agribusiness

A veritable food bowl of Asia, Thailand is the region's only net food exporter and a power producer of rice, seafood, poultry, sugar, meat, vegetables and fruits. The

figures speak for themselves - the food export industry was worth US\$26 billion in 2014, provides 23% of national GDP and more than 10,000 food manufacturers call the kingdom home.

Infrastructure and logistics

Always modernising to stay competitive, Thailand is rapidly developing its intranational and international transport systems. The government is aiming to connect all 76 provinces as well as neighbouring ASEAN neighbours through ongoing infrastructure projects including rail, motorways, sky trains, airports and underground rail projects, through support and funding.

Thailand CONNECT

Your Global Business Events Connection

As a major economic hub in the region, Thailand makes the perfect host venue for conferences related to these five key industries. The Thailand Convention and Exhibition Bureau (TCEB) has rolled out a special promotional campaign for conferences. For more information, visit www.businesseventsthailand.com/business-events/conventions/campaigns-promotions/ and get started on planning your next conference in Thailand.

2020 International fisheries conference swims for Adelaide

AUSTRALIA The World Fisheries Congress (WFC) has bestowed host city status to Adelaide, Australia for its 2020 gathering, following a joint Australia-New Zealand bid.

More than 1,500 delegates are expected to attend the congress which will be held at the Adelaide Convention Centre.

Adelaide Convention Bureau CEO, Damien Kitto, said: "The sciences, innovation and sustainable practices employed by the Australian fishing industry have led to it being recognised globally.

"We are thrilled via this win to be able to showcase South Australia's industry and our enviably clean environment on which it is built."

According to South Australian minister for agriculture, food and fisheries, Leon Bignell, the seafood industry is a "vital part" of the state's economy, generating revenue of AU\$876 million (US\$670 million) in 2014/2015.

Bignell said: "The congress will pro-

vide a significant opportunity to promote our South Australian seafood industry and demonstrate the sustainability of our fisheries to the broader community."

Held every four years, the WFC aims

to advance and promote international developments and cooperation in fisheries science, conservation and management.

The last time Australia hosted this congress was in Brisbane in 1996.



Gyrfus, 2000/www.shutterstock.com

Amway China to boost New Zealand's tourism fortunes with 2018 event



David Craig

NEW ZEALAND New Zealand has bagged hosting rights to Amway China's 2018 Leadership Seminar, its biggest incentive business to date since entering the MICE market three years ago.

The event will see Amway China sending 10,000 elite distributors to Queenstown for a five-day programme that is expected to generate a revenue of NZ\$50 million (US\$34.3 million) and an estimated shopping consumption of NZ\$10 million.

Amway China's president, Audie Wong, shared that New Zealand was chosen for its "excellent hard and soft tourism conditions" and "high flexibility and creativity it exhibits as a business events destination".

Commenting on the win, New Zealand prime minister and minister of tourism John Key said: "This is by far the biggest incentive business New Zealand has ever won, and it sends a strong message that New Zealand is a serious contender in the global incentive market.

"China is now our second-largest and

fastest growing tourism market, contributing nearly NZ\$1.7 billion to the economy in 2015. And Chinese tourists have the highest daily spend of any of our visitors."

Key pointed out that in 2013, the New Zealand government committed an additional NZ\$34 million over four years for the purpose of securing international business events and incentives like the 2018 Leadership Seminar, because of the value they bring to the economy.

David Craig, Tourism New Zealand general manager Asia, said: "Hosting is one of the things we New Zealanders do best. In Maori, we use *manaakitanga* to express our concept of hosting: we view our visitors as friends. Precisely because of this, I firmly believe that New Zealand can provide distinctive incentive business experiences, just as our slogan Naturally Beyond Convention implies."

The winning bid was supported by Tourism New Zealand, Immigration New Zealand, Queenstown Council, Destination Queenstown and Air New Zealand.



澳門 · 盛會之都

MACAO

Mega events city

► Macao has come of age as Asia's leading destination for large scale meetings and events, infrastructure, catering for the smallest to the very largest of business events.

► **W**ith over 180,000 m2 of meeting space, 32,000 hotel rooms all within a compact 30 km2 and convenient access to 2 international airports.

► **M**acao is a most convenient choice for your next meeting or event no matter what the size.

The goldmine that is China's MICE market

A 2015 landmark study places the industry's worth at US\$110 billion in 2014, and a double-digit growth has been forecasted. International hotel chains are eager to sink a bite into a larger slice of the pie, reports **Caroline Boey**



According to the *Market Assessment of MICE Business Travel In China* study conducted by the Global Business Travel Association's (GBTA) GBTA Foundation, top MICE spend in China is dominated by manufacturing which accounts for US\$59 billion, followed by utilities with US\$13 billion, and agriculture and forestry with US\$5 billion.

In terms of MICE spend per sales dollar, the study states that US\$0.39 is spent for every US\$100 in company sales. As for MICE intensity by sector, total MICE spend as a percentage of sales is highest in the utilities sector at 1.29%, compared to manufacturing at 0.39%.

These figures explain why major international hotel chains in China, despite the

country's economic slowdown, are ramping up expansion plans to cater to the growing Chinese MICE demand. Many developments are now being designed with a mega exhibition and convention centre attached, coupled with CSR considerations.

For example, Sheraton Harbin Xiangfang Hotel, with more than 20,000m² of meeting space, is the largest facility in north-east China. It can accommodate up to 5,000 people and features a car elevator that provides direct access to the banquet hall.

Meanwhile, the Starwood Sustainable Meeting Practices Programme supports and reinforces Starwood Hotels and Resorts corporate commitment of reducing energy and water consumption by 30% and 20% respectively by 2020. Starwood currently

has 161 hotels in operation and more than 160 in the pipeline across its nine lifestyle brands.

In 2015, Starwood opened Element Suzhou, the group's first MICE-friendly hotel in the Asia-Pacific with carbon dioxide detectors in its meeting spaces. Once the limits of carbon dioxide are exceeded, the windows automatically open.

To grow market share, Starwood is strengthening its SPG Pro loyalty programme for meeting and travel professionals. They also recently launched a SPG Pro campaign targeting executive assistants.

Wendy Huang, Starwood Hotels & Resorts' vice president, sales & marketing, Greater China, said government support for China MICE is strong.

In April 2015, China's State Council announced its policy to improve MICE development in China. In September, they announced that the service industry – including the MICE industry – should be a development priority in future years.

Huang said: "The government aims to improve urban infrastructure to increase MICE competitiveness and the policies show the great potential of the Chinese MICE market in 2016."

The shape of MICE in China is also evolving and Huang said new types of MICE business other than traditional industry and government events are emerging.

"There were more training and exhibition events, and association and non-governmental organisation meetings in 2015," Huang said.

On the uptrend were MICE events related to IT, banking, finance, pharmaceuticals and automotive.

At InterContinental Hotel Group, which operate 250 hotels in nearly 100 Chinese cities, Kenneth Macpherson, chief executive, Greater China, observed that not only is the Chinese government promoting the MICE industry, exhibition and convention demand from various industries is also emerging.

"We're very optimistic about MICE in China. The fast rate of growth in China's exhibition industry stems from strong domestic demand for convention and exhibition services as well as the large volume of international trade," he said.

"Together with some powerful local partners, we firmly believe that we can take advantage of a golden opportunity to integrate our rich resources in the MICE industry.

"For example, our InterContinental Shanghai National Exhibition and Convention Center is scheduled to open in July 2016. It will be the only hotel in the National Exhibition And Convention Center (NECC), one of the world's biggest exhibition centres."

Pointing to the China Council for the

Exceptional Meeting Experiences

Superb venues and a professional team from two of the region's most acclaimed hotel brands help organisers deliver a memorable event

From Sydney to Suzhou, meeting organisers can count on the team at Pan Pacific Hotels Group (PPHG) to deliver a top-quality, excellent-value event. PPHG's two brands — Pan Pacific and PARKROYAL — are familiar names at major cities in Asia Pacific. Hotels and resorts under the Group offer organisers a diverse range of locations, luxurious accommodation and versatile meeting facilities.

Whether it's a meeting for 15 or a three-day conference for 800, each hotel is capable of delivering a customised package that suits the needs of the meeting organiser.

Certified professionalism

Meeting organisers can expect a professional, flexible and diligent team from PPHG. They are certified and trained to help organisers plan a most memorable event with the resources and special appeal of their hotels and resorts.

During a site inspection, organisers will meet and be

accompanied by a senior member of the hotel's management team. This will not only give organisers an in-depth understanding of the hotel's facilities but also the capabilities of the local team and possibilities for unique set ups and activities.

Dedicated manager

A dedicated Conference Sales Manager will be the organiser's single point of contact throughout the planning and duration of the event. This manager is supported by a dedicated audio-visual expert, whose on-site presence means all technical requirements will be well attended to. With a single point of contact to brief and coordinate with all relevant functions in the hotel, the meeting organiser can be assured synergy in planning and execution for a seamless event experience.

Billing in five days

Based on the organiser's administrative requirements, each hotel or resort is able



PARKROYAL on Pickering, Singapore



Pan Pacific Suzhou, China

to personalise procedures in advance to ensure that the final bill is ready within five business days upon an event's conclusion. Client feedback has enabled PPHG to continuously improve service standards. This has in turn helped the organisers achieve greater efficiency as well as higher delegate satisfaction.

PPHG's commitment to its meetings business is exemplified in the new residential meetings package it recently introduced. The special privileges are great reasons to bring your event to a Pan Pacific or PARKROYAL hotel or resort. The larger the group size, the greater the privileges. Discover an exceptional meeting experience. ■

MEETING PACKAGES

Meeting Delegate Package

Special privileges for group bookings

The number of privileges depends on the size of the group but can include:

- Free flow of soft drinks during lunch
- Upgrade to the next room category
- Complimentary guest room
- Complimentary use of LCD projector
- 1 hour complimentary drinks including house wine and beer
- 3% savings on total master bill

To enjoy this offer, meetings must be booked by **December 31, 2016** for a residential meeting to be held by **June 30, 2017**. Terms and conditions apply.

PAN PACIFIC panpacific.com

Australia Perth

Canada Vancouver, Whistler

Indonesia Jakarta, Bali

Singapore

USA Seattle

Bangladesh Dhaka

China Ningbo, Suzhou, Tianjin, Xiamen

Philippines Manila

Thailand Bangkok

PARKROYAL parkroyalhotels.com

Australia Sydney, Melbourne, Parramatta

Myanmar Yangon, Nay Pyi Taw

Vietnam Saigon

Malaysia Kuala Lumpur, Penang

Singapore

Promotion of International Trade and the China MICE Economy Development Report in 2016, Macpherson added that “structural readjustment” and online innovations will power the development of the MICE industry.

He elaborated: “Mobile is the most important trend in China’s future development, possibly in every industry. IHG is the first in China to embrace new technologies and platforms. We utilise an advanced digital ecosystem to connect the guest journey through digital platforms, enhancing customers’ experience, which in return contributes to a robust 23% of revenue uplift.”

While first-tier cities such as Beijing, Shanghai and Guangzhou are the first to attach great importance to the development of the MICE industry, Macpherson said the development pace of second-tier and third-tier cities is quickening and cities, such as Chengdu in south-west China, have great potential to develop the MICE industry.

Equally optimistic is AccorHotels’ vice president sales, distribution, marketing and loyalty, Greater China, Bobby Ong, said that despite the slowdown in the economy, he does not expect to see a reduction in the meetings segment, where its China hotels count pharmaceuticals, IT and manufacturing as its top three industries.



From left: Bobby Ong, Kenneth Macpherson and Wendy Huang

Ong added: “Chinese companies see meetings as an investment to doing business and more opportunities are forecasted for secondary cities due to business development opportunities at a lower cost.

“We relaunched our Le Club Meeting Planners programme and this year, we will continue to drive membership to grow higher loyalty in this segment. We will continue to drive business internally by cross selling programmes among our hotels. As part of AccorHotels digital plan,

we hope to launch the capability for our meeting planners to book small meetings via our AccorHotels website before the end of this year.

“In 2016, the MICE outlook for Shanghai, Beijing and Guangzhou – which offer state-of-the-art facilities comparable to any major city in the world – will continue to grow with the availability of space and flights. Also, the slight devaluation of the yuan against the US dollar will make meetings in China more competitive.”

CHINA'S MEGA MICE FIGURES

The *Market Assessment of MICE Business Travel in China* is a study based on the GBTA Business Travel Index (GBTA BTI) – the survey of 1,500 Chinese business travellers and macroeconomic data. It is the first in-depth look at China’s domestic meetings spend. Here are the key findings:

- In 2014, China’s MICE spend was US\$110 billion or 45% of total business travel spend with a volume of 138.5 million

or 42% of business travellers. Business travel spend in China is estimated to reach US\$299 billion in 2015 and increase to US\$335 billion in 2016.

- China’s domestic MICE sector will continue to grow with a potential net increase of 20% based on respondents forecasting the number of meetings they expect to attend in the next 12 months compared to the previous year.

- Three locations are responsible for 76% of China’s MICE activity. The cities of Shanghai, Beijing and Guangzhou contributed 27%, 25% and 24% respectively.
- In China, MICE spend is dominated by manufacturing, which accounts for a spending of US\$59 billion, far ahead of utilities in second place with US\$13 billion, and agriculture and forestry in third place with US\$5 billion.

PROFILE OF CHINESE MICE DELEGATES

The *Market Assessment of MICE Business Travel in China* study also revealed the following:

- Of the 1,500 business travellers surveyed, 86% said they had attended a MICE meeting with 10 or more people, and where they had to travel 80km or more in the last 12 months.
- A “typical” MICE event had between 50 and 100 people attending a convention or conference, a training course, a seminar or some other group meeting.
- As for the type of venue the MICE event was held in, 38% were in a conference or convention centre, 33% were on site at company offices and 21% in training centres.

- The average length of stay was 2.9 nights, where 59% stayed between two and four nights, while 25% only stayed one night. The average spend per trip was US\$829 with air transportation taking up 32%, lodging 20% and F&B 15%.
- Hotels reaped a large benefit when a meeting is held at the same property with a designated room block, where 88% of delegates stay at the hotel.
- The top reason for choosing a hotel is the location (62%), followed by hotel service and amenities (51%), and brand (37%).
- Airlines also benefitted greatly with 64% of attendees flying to the MICE

- event, compared to 18% who took the train and 14% who drove a rental or personal car.
- The most common reason for taking the trip for 53% of business travellers is to attend a training course or to attend a seminar.
- There are different reasons for attending different MICE events but the most important reasons were for business development, followed by training.
- The median age of a MICE delegate is 37. Majority (48%) of delegates were aged 35 and 44. An overwhelming 72% of meeting attendees were male.

Secret escapes for successful events

Whether you are wanting to motivate your team or thank them for their success, it makes sense to take them somewhere that will inspire them towards even greater achievements. At Centara Hotels & Resorts, we have professional-standard meeting and event venues of all sizes, set amidst vibrant cities, exotic hideaways and tropical beachfronts. Visit our new dedicated Meetings, Incentives, Conferences and Exhibits (MICE) website to find out more about how we can turn your event into an experience that matches the best performances of your team.

VISIT US AT centarahotelsresorts.com/mice

FOR FURTHER DETAILS PLEASE CONTACT US ON

T: +66 (0) 2101 1234 • E: eventsalesgroup@chr.co.th

Bangkok • Pattaya • Hua Hin • Phuket • Samui • Krabi
THAILAND • BALI • MALDIVES • SRI LANKA • VIETNAM

SUSTAINABILITY CHAMPIONS



Hotel companies that have been advocating sustainable practices internally are doing much more today to help their clients meet with minimal negative impact on the environment and with maximum returns to the local community. *TTGmice* spotlights some of these inspiring hotel companies





Starwood Asia Pacific Hotels & Resorts

Starwood Asia Pacific Hotels & Resorts rolled out in March a programme that encourages planners to do more for the planet during their corporate gatherings.

The *Sustainable Meeting Practices* programme rewards meeting planners and organisers who are Starwood Preferred Guest and SPG Pro members with 2,000 bonus Starpoints for every event booked at nearly 300 participating hotels across the region. The offer is valid up to October 31 for arrivals by December 31, 2016, and a minimum spend of US\$10,000 is required.

As part of the programme, participating hotels offer a comprehensive range of options that are environmentally friendly and socially responsible, and these promise to enhance the delegate experience. Steps taken towards this end include featuring locally sourced produce and sustainable seafood on the menu, doing away with table coverings or using reusable ones, and having recycling bins in all meeting spaces.

The Andaman A Luxury Collection Resort in Langkawi, for example, uses its unique location close to an 8,000-year-old fringing coral reef in Datai Bay to offer corporate clients a unique team-building programme that involves coral transplanting activities to help restore The Andaman Reef which had thousands of coral colonies destroyed by the 2004 tsunami.

The hotel holds The Andaman Reef especially dear, as it had helped to break the force of the destructive tsunami waves. Furthermore, the reef is home to a wide variety of marine life, which in turn helps the local fishermen earn a living.

At the heart of the reef rehabilitation programme is The Andaman's Coral Nursery, a purpose-built facility where guests can get up close with different species of live corals and learn about the reef under the guidance of Gerry Goeden, head of marine environment at The Andaman, and his team. Delegates can snorkel in the pond, touch the corals and learn about its function in the underwater ecosystem.

Both the Coral Nursery and the reef rehabilitation programme are supported by the hotel's Marine Life Laboratory, a multipurpose indoor space at the lobby.

Through the teambuilding exercise and visits to the Coral Nursery, delegates will play a direct role in conserving the marine environment at Datai Bay and in creating a more sustainable local fishing industry.



Starwood offers a reef rehabilitation programme for corporate groups at its property, The Andaman in Langkawi



“We see it as our ongoing efforts to educate our customers about how much they can do for the environment if they made sustainable options.”

Nichlas Maratos

Vice president, sales – Asia Pacific,
Starwood Hotels & Resorts Worldwide

The Andaman's general manager, Christian Metzner, said: “Multinational companies with headquarters in Kuala Lumpur and Singapore are increasingly

looking for corporate social responsibility programmes involving meaningful projects which can be incorporated into the meeting and incentive programmes.

“It gives us an edge during the bidding process that we can offer this programme which is unique to Langkawi and I believe, the only one of its kind.”

Starwood also provides a free Meetings Impact Report (MIR) that assesses the environmental impact of individual events via indicators such as energy and water consumption, waste management and sustainable food choices. Once the MIR is calculated using the Hotel Carbon Measurement Initiative, meeting planners can offset the event's carbon footprint through donation opportunities offered by South Pole Carbon, Starwood's global carbon-offset partner.

Starwood vice president, sales – Asia Pacific, Nicholas Maratos, said: “We recognise that besides making sure that our internal operations and infrastructure are ecosystem friendly, our efforts should also include our customers and make it possible for them to actively participate in and be involved in this initiative.”

He added: “We see it as our ongoing efforts to educate our customers about how much they can do for the environment if they made sustainable options.”

– S Puvaneswary

HONG KONG REWARDS!

2016/17

FOR
MICE EVENT PLANNERS

VALID THRU
03/17



Endless Rewards from Start to Finish

The comprehensive 'Hong Kong Rewards!' programme ensures that MICE events get a good deal of pampering in Hong Kong from as early as delegates' arrival right through to the day they depart.

Boasting well-developed infrastructure, the dynamic city of Hong Kong is not only renowned as a business hub; it is also highly enticing to MICE planners worldwide with a wide range of leisure offerings reflecting its Chinese heritage and modern mindset.

Even better, Meetings and Exhibitions Hong Kong (MEHK), a division of Hong Kong Tourism Board (HKTB) has been collaborating with the industry partners to attract meeting, incentive and convention groups through the comprehensive 'Hong Kong Rewards!' programme.

This programme, offers complimentary activities to help planners stretch their budget and enhance their event experience. The larger the group size, the more attractive MICE privileges planners would enjoy throughout the whole journey in Hong Kong.

Here's the lowdown on much better offers awaiting planners, literally starting from delegates' arrival at the Hong Kong International Airport to the hotel, event, attractions, and their departure post-event.

WHEN YOU ARRIVE

Step into a world of offers

Have delegates feel the warmth and hospitality of Hong Kong right from the moment they arrive at its international airport. MEHK makes this possible in the form of digital welcome messages, group meet-and-greet for VIPs, as well as welcome souvenirs.

AT YOUR HOTEL

FREE cocktail reception to mingle and relax

New on the list of rewards this year, there is something to gain from some 40 hotels, ranging from high-end luxurious to high-quality budget ones, located in different parts of Hong Kong. For groups with at least 50 non-Hong Kong delegates staying for two consecutive nights or more, delegates will be treated to a complimentary cocktail reception, sipping beverages and light refreshments while networking and touching base with one another.



AT YOUR EVENT

FREE cultural performance with a local flavour

Inject some Hong Kong uniqueness or flavour into your event! This can be in the form of complimentary cultural performances, including traditional lion dances as well as acrobatic, *kung fu* and face-changing performances, just to name a few. For a minimum of 100 overseas delegates, take your pick from a wide range of stunning offers to suit your event's needs.



AROUND TOWN

Incredible offers at world-class attractions

Treat delegates to special offers and privileges from some of Hong Kong's top attractions.

Find, for instance, at Hong Kong Disneyland special privileges such as exclusive group photo moment with Disney character(s), CEO procession moment with a 15-minute company programme, Disney-themed souvenir and more.

Alternatively, be wowed at Ocean Park Hong Kong by perks such as Ocean Park-themed souvenir, welcome drink, a meet-and-greet session with an Ocean Park character etc.

Your MICE groups can also enjoy attractive offers and discounts at other world-class attractions, including Discovery Bay, Harbour Cruise – Bauhinia, Jumbo Kingdom, Madame Tussauds Hong Kong, Ngong Ping 360, and sky100 Hong Kong Observation Deck.



© Disney



© Ocean Park Corporation (2015). All Rights Reserved.

AS YOU DEPART

Get airport shopping & dining coupons worth HK\$2,000

Following all that pampering and immersion in complimentary treats through to the event's finale, it might just be hard for delegates to say goodbye. However, they will be surprised and well consoled at the airport yet again.

Before departure at Hong Kong International Airport, groups can get up to HK\$2,000 in airport shopping and dining coupons per MICE delegate. This award-winning airport has more than 400 shops strongly representing beloved international luxury brands, allowing each delegate to leave Hong Kong in style.



Other than these fabulous offers, don't forget the special privileges from Cathay Pacific and Dragonair, Plaza Premium Lounge and more! The 'Hong Kong Rewards!' programme strives to renew and refresh every time, relentlessly roping in new trade partners and new rewards for the continuous enhancement of MICE events. So contact MEHK now or visit their website for more information on how you can take away a well-deserved, ultra-rewarding event experience from Hong Kong.

For more details, please visit MEHK website: www.mehongkong.com or email to mehk@hktb.com. The 'Hong Kong Rewards!' programme is valid till 31 March 2017. Terms and conditions apply.



LEARN MORE

Pan Pacific Hotels Group

Pan Pacific Hotels Groups (PPHG) has an active community outreach programme in Singapore. Among them is a periodic activity that sees chefs from various properties in Singapore visiting Bakery Hearts, a local social enterprise that provides women from low-income families an opportunity to supplement their household income by making and selling baked goods, to teach the women how to bake tasty and beautiful pastries.

But PPHG takes its partnership with Bakery Hearts further by involving the organisation in three public fund-raising events held at the Parkroyal on Beach Road hotel in July and November 2015 and April 2016, during which guests were able to purchase baked goods.

The Singapore Cheshire Home is another beneficiary of PPHG's corporate social responsibility programme, and the hotel company had featured handicraft created by the residents at an internal Chinese New Year function this year. More than 300 guests in attendance were invited to purchase the art pieces.

Ng Cuili, a spokesperson with PPHG, told *TTGmice* that the company is presently exploring opportunities to involve both beneficiaries in corporate events hosted at Pan Pacific and Parkroyal branded properties in Singapore.

Ng said: "The Singapore Cheshire Home is happy to work with us to make their handicraft available for sale at corporate events held at PPHG properties, and we are discussing how to make this a regular initiative."

While such a collaboration is still being discussed with Bakery Hearts, Ng said her team is ready and "happy" to connect interested corporate clients with the organisation.

To help guests and meeting clients conserve the environment during their stay and events at the Pan Pacific Singapore, the hotel participates in *Soap for Hope*, a soap-recycling project which involves the collection and donation of unfinished soap bars in guestrooms, re-processing and sterilising them, and then donating them to rural areas and communities in South-east Asia.

The hotel also re-distributes unconsumed food and pastries from events held on premises to the staff cafeteria and unused notepads to internal associates.

Throughout the hotel's F&B outlets, condiments are provided in refillable containers instead of convenient packs to minimise packaging waste.

To reduce paper wastage, the hotel's express checkout feature allows guests to view their bills from the in-room IPTV while soft copy invoices are emailed to registered guests' emails, should these be required. – **Karen Yue and Paige Lee Pei Qi**

Hilton Worldwide

Last May, Hilton Worldwide announced an expanded carbon emissions solution, the *Clean Air Program*, which aims to reduce the environmental impact of meetings and events held at more than 90 hotels and resorts in Asia-Pacific.

Under this programme, event planners are given a free analysis of the carbon emissions of their event. Hilton uses LightStay, its proprietary system to calculate environmental performance and track carbon emissions from every meeting and event. Its 'meeting calculator' feature takes into account the function room's water and electricity usage, and the food consumed at the event.

Hilton then purchases the equivalent carbon credits to finance environmentally-friendly projects across the region in partnership with carbon offset solutions provider Climate Friendly.

Martin Rinck, president Asia Pacific, Hilton Worldwide, said: "The awareness of carbon production has been profiled especially over the past five years. It is at the forefront of everyone's mind.

"As a responsible organisation, it is important to do the right thing than to do things right. When we come out with such a programme, it is about giving organisations who are planning events the ability to offset their carbon footprint on their behalf."

Food waste from events are minimised at Pan Pacific Singapore, as unconsumed food is redirected to the staff canteen





Clockwise from above: The Andaman houses a Marine Life Laboratory; Pan Pacific Singapore's Soap for Hope project helps residents in rural parts of South-east Asia keep clean; Conrad Tokyo is among 90 properties under Hilton Worldwide that help clients offset carbon emissions of their events



Hilton has identified nine projects across Asia-Pacific to be funded under the *Clean Air Program*, including the Tasmanian Native Forest Protection Project in Australia, 45-Turbine Wind Project in Tamil Nadu India, Borneo Rainforest Rehabilitation Project in Sarawak, Malaysia, and the Siam Cement Biomass Project in Thailand. The programme covers all events held in participating hotels and resorts. – **Paige Lee Pei Qi**



“As a responsible organisation, it is important to do the right thing than to do things right. (Hilton’s *Clean Air Program*) is about giving organisations who are planning events the ability to offset their carbon footprint on their behalf.”

Martin Rinck
President Asia Pacific,
Hilton Worldwide

InterContinental Hotels Group

InterContinental Hotels Group (IHG) properties are guided by the *IHG Green Engage* system in their operations by way of a checklist of actions that helps hotels monitor, reduce and manage energy, water, waste consumption and carbon emissions.

Such actions include the use of environmentally-friendly event materials, the avoidance of disposable dining ware, cutlery and single-serving containers, provision of restaurant menus that indicate the local origin of food and beverage options, and the display of bathroom signs to guide efficient use of water.

According to Michael Blanding, director, corporate responsibility, Asia, Middle East, Africa and Greater China, the checklist takes into account costs and guest experience.

Specific to meeting groups, IHG hotels “promote local sustainability initiatives such as low carbon alternative means of transport, and provide meeting delegates with feedback on their energy and resource usage”, said Blanding.

“We also promote each hotel’s participation in the *IHG Green Engage* system and their associated certification level on IHG booking sites to help meeting delegates make sustainable travel choices,” he added. – **Paige Lee Pei Qi**

Shangri-La Hotels and Resorts

Shangri-La Hotels and Resorts’ effort in sustainability can be traced back to 2013 when it launched the *Experience It*



teambuilding philosophy to differentiate its meeting product as well as to engage and inspire guests through activities tied to hotels’ corporate social responsibility and sustainability initiatives.

Within this philosophy are three touchpoints: one, to partner with one of Shangri-La’s community engagement programmes; two, to participate in special biodiversity conservation projects and habitat-protection initiatives; three, to be involved in healthy, on-site activities and sustainability initiatives.

The *Experience It* programme is unique in the way that each Shangri-La property has the flexibility to develop its own offerings. Shangri-La’s Mactan Resort & Spa, for example, offers an *Experience It* programme that gets meeting delegates to build a fish house, plant



“Through interaction with local children or participation in an eco-themed teambuilding exercise, (meeting delegates) can do things differently and for a purpose.”

Yui Ku

Director of CSR and sustainability,
Shangri-La Hotels and Resorts

corals and go on a Shangri-La Marine Sanctuary Discovery Tour.

Shangri-La Hotels and Resorts' director of CSR and sustainability, Yui Ku, told *TTGmice* that event planners want opportunities to deliver memorable experiences.

“Through interaction with local children or participation in an eco-themed teambuilding exercise, (meeting delegates) can do things differently and for a purpose,” she said.

According to Yui, events often run on a tight schedule and planners, restricted by a limited budget, are normally unable to conduct an activity as impactful as an *Experience It* programme.

In addition to *Experience It*, Shangri-La properties also actively work to reduce the carbon footprint of events held on premises, such as by using water dispensers, substituting glass containers for bottled mineral water (its resorts have their own water bottling facility), using ingredients sourced locally, and re-purposing wine crates and boxes as food stands, litter bins or ornaments.

Yui added: “The reduction of carbon emissions is part of our overall efforts to reduce environmental impact across all our hotels. The group-wide target in 2015 was to reduce the carbon footprint intensity by 20 per cent from 2010 levels; specific targets were allocated to each hotel.” – **Prudence Lui**



Hyatt Hotels & Resorts

Since Hyatt first introduced sustainability in meetings across hotels in Asia, it has seen this commitment growing in importance and relevance. In the initial stage, the concept was to engage Hyatt hotels around the region to create custom opportunities for clients interested in hosting green meetings. For instance, Grand Hyatt Singapore encourages guests and planners to make green choices for their meetings through its *Meet and Be Green* programme.

Senior vice president for brand and commercial strategy, Asia Pacific, Carina Chorenge, said: “These initiatives become part of a larger sustainability effort that goes beyond green meetings and events, and is integrated into our global operations. Our current 2020 vision includes a set of measurable and actionable goals across three focus areas, namely using precious natural resources wisely, building smarter and greener hotels to meet the challenges of tomorrow, and inspiring innovation among our colleagues, suppliers and other stakeholders to develop more sustainable ways of doing business, today and in the future.”

She added: “Currently, we integrate sustainability into our daily hotel operations. Our efforts involve everyone from meeting delegates, associates and guests, to hotel owners as they all play a key role in these efforts.”

Hyatt's internal drive for sustainability saw it removing shark fins from its event menus in 2012. By 2014, it established a complete ban on the item in all its restaurants and F&B outlets worldwide.

Meetings are also able to reduce their carbon footprint before they even begin, thanks to Hyatt hotel's use of LED lighting, sustainable menus, recycling practices and reusable materials.

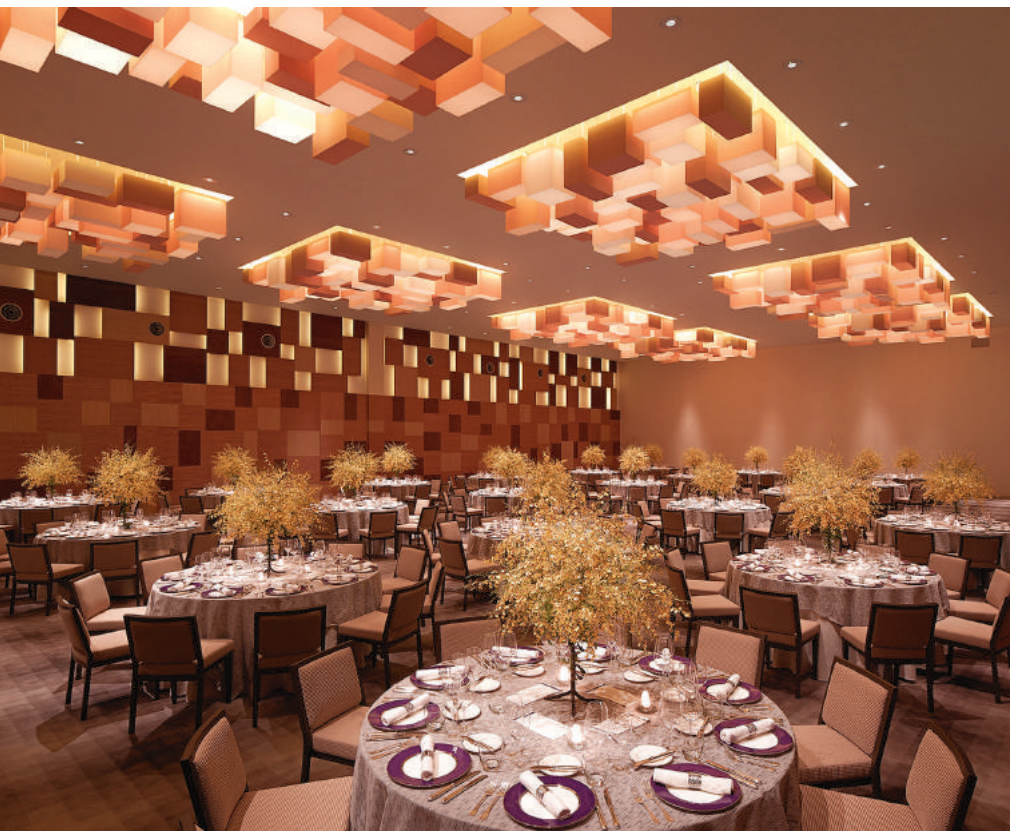
Participating Hyatt hotels around the region are also able to provide clients with an estimated carbon footprint of their meetings using the Hotel Carbon Management Initiative. – **Prudence Lui**



AccorHotels

AccorHotels has made 21 commitments to sustainable development under its *Planet 21* programme. These commitments include establishing 30 per cent less food waste, 100 per cent low-carbon new buildings and renovations for its owned and leased properties, and 1,000 urban vegetable gardens in its hotels, among others – all by 2020.

And under the guidance of *Planet 21*, AccorHotels is currently rolling out



Grand Hyatt Singapore encourages clients to make sustainable choices for their events

sustainable seminar packages under the *Meeting 21* brand.

Gaynor Reid, AccorHotels vice president communications, Asia-Pacific, explained: "The *Meeting 21* standard covers our offerings from amenities, equipment, furniture and floor coverings in meeting rooms to F&B packaging and menu."

What this means is, meeting attendees at AccorHotels properties can expect to see more recycling bins, LED lighting and locally sourced furnishings being used in meeting rooms, and sustainable food options on the event menu, for instance.

Reid added that "sustainable experiences for participants" will also be available. Such experiences could be teambuilding programmes or group activities that are related to nature or the local community.

In Bangkok, seven hotels under AccorHotels came together in 2012 to start the *Food for Thought* initiative that collects unconsumed food at the hotels and transform them into nutritious dinners for people under the care of Fatima Centre.

"Unconsumed food from events (held at the hotels) are also donated towards this cause," Reid said.

At Novotel Singapore Clarke Quay, meeting delegates get a stationery set that comprises of eco-pens which are made out of recycled paper by the Yayasan Peduli Tunas Bangsa foundation in Indonesia, established by the hotel giant to alleviate poverty by providing maximum education to underprivileged children while protecting the environment.

At the same time, AccorHotels provides the Carbon Optimizer, a tool that enables guests to measure and reduce their meetings' environmental footprint and offers suggestions on what can be done to offset that impact.

However, Reid is cautious about projecting the results of *Meeting 21*, saying that the programme is optional for hotels and that it is still in its infancy.

Still, she said the company is "optimistic that (*Meeting 21*) will make a difference in the long run". – **Michael Mackey**

Onyx Hospitality Group

Onyx Hospitality Group has a green meetings programme that is executed by its two properties in Thailand – Amari Watergate Bangkok and Amari Ocean Pattaya.

According to David Barrett, executive director of events, Amari Watergate Bangkok and Amari Pattaya, the *Green Meetings Package* allows "our MICE activities and delegates to become a part of our commitment to corporate responsibility while meeting our business objectives".

Barrett pointed out that meetings create



Just like its sister Amari Watergate Bangkok, Amari Ocean Pattaya's meeting rooms are set-up in a sustainable way and event F&B is prepared using locally sourced produce to help clients minimise their carbon footprint

a "sizeable carbon footprint", so the hotels' *Green Meetings Package* "is the first step to reducing such negative impact on the environment".

In line with the *Green Meetings Package*, meeting rooms in participating hotels are set up in a sustainable manner. Drinking water and stationery are supplied in a communal style to conserve resources, rooms use natural light and energy efficient equipment, coffee beans used for coffee service are sourced from certified producers, and set lunch is prepared with locally sourced produce.

In addition, through a partnership with Trees Trust (Asia), one tree will be planted for each delegate at an event held at the hotels. Delegates will receive photos of the tree being planted as well as regular photo updates to instil a long-term interest in the activity.

"We anticipate our *Green Meetings Package* will reduce the carbon footprint of a full-day or half-day meeting by 20 per cent," said Barrett, although he admitted that "green meetings remain a niche segment, as most clients are driven by price and not environmental savings". – **Michael Mackey**

Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group hotels worldwide follow a sustainability policy that is built on three pillars: Think Planet – minimising its environmental footprint; Think People – taking care of the health and safety of guests and employees; Think Community – community action and business ethics.

In keeping its Think People promise, Carlson Rezidor hotels work on reducing their environmental footprint by certify-

ing the hotel building, eco-labelling hotel operations, making specific Think Planet investments, and engaging staff and guests.

Inge Huijbrechts, vice president responsible business, Carlson Rezidor Hotel Group, told *TTGmice*: "In EMEA (Europe, the Middle East and Africa) Think Planet activities have reduced our hotels' energy consumption by 22 per cent over the last four years, and in APAC (Asia-Pacific) the Earthcheck eco-label of our properties has reduced energy by 23 per cent."

"This significantly reduced energy consumption in the hotels lowers the carbon footprint of the meeting for the corporate client," she added.

Besides the company's internal sustainability drive, meeting planners who are members of the Club Carlson for Planners loyalty programme can utilise the *Meeting Minus Carbon* carbon offsetting service. The free service uses the Ho-



Meeting delegates at Novotel Clarke Quay are supplied with pens made of recycled paper



Radisson Blu hotels' *Brain Food* meeting concept sees the use of locally sourced, pure ingredients that have minimal impact on the environment while presenting maximum nutrition to event delegates

tel Carbon Measurement Initiative to calculate an event's carbon footprint and Club Carlson will then purchase carbon credits to offset the impact. The service is managed by Carbon Footprint, which purchases and invests carbon credits in projects in India, Brazil and Kenya.

Huijbrechts said Carlson Rezidor's sustainability programme for meetings stands out in the marketplace because each tonne of carbon generated is offset twice. She explained: "Once in Verified Carbon Standard wind energy projects in India, and again in a REDD certified (Reducing Emissions from Avoiding Planned Deforestation) forest conservation project in Brazil or in a tree-planting initiative in Kenya."

Furthermore, *Meeting Minus Carbon*

is "the only programme to consistently offset the meetings and events carbon footprint for all Carlson Rezidor hotels worldwide", and its "reforestation and forest protection projects have a considerable local community benefit".

Huijbrechts described the adoption of *Meeting Minus Carbon* as being "fantastic", having offset 35,000 tons of carbon since its launch on Earth Day 2013.

"In addition, the Blu Planet towel reuse programme at Radisson Blu Hotels (one of the hotel brands in the Carlson Rezidor family) has helped to provide safe drinking water for life to over 5,000 children in just one year since its launch. Since we have introduced the connection to community water projects, the towel reuse take-up by

stayover guests has increased on average from 20 per cent to 40," she added.

Hotel brands under the Carlson Rezidor group take the green commitment further by weaving sustainable practices into their own meeting offerings.

Huijbrechts shared that an essential part of a responsible and sustainable meeting lies in the F&B offering.

One of the two features under Radisson Blu's *Experience Meetings* concept is *Brain Food* which follows six principles including the use of primarily fresh, locally sourced ingredients, and pure ingredients with minimal industrial processing which therefore have minimal impact on the environment.

Park Inn by Radisson's *Smart Food* makes using local ingredients a priority.

Radisson RED adopts a No Food Waste policy and abides by it by pricing breakfast by the item to encourage guests to take only what's needed, providing RED merchandised containers to regulars to reduce waste, using only disposables that are made of responsible materials, and finding ingenious ways to incorporate misshapen fruits and veggies in its dishes.

Huijbrechts observed that large corporations with their own sustainability programmes tend to be more interested in Carlson Rezidor's Responsible Business features in general and Think Planet activities at the hotels.

She said: "A number of key corporate clients – mainly in the Nordics and North America – want to have a detailed follow-up of the carbon footprint of their stays and events in Carlson Rezidor hotels. We provide this information based on the Hotel Carbon Measurement Initiative tool and discuss with clients how we can help them further reduce their footprint by staying and meeting at our hotels."

– Karen Yue



"We are a proud EarthCheck Silver-certified member since 2012 and will aim for the Gold Certification in 2017. Being EarthCheck-certified is a distinct advantage for the hotel. We have key accounts that set high standards on environment, safety and security and these socially responsible companies are inclined to do business with like-minded organisations. We do about eight to 10 Asia-Pacific MICE events and highlighting the EarthCheck certification gives us an edge over the competition."

Ann Olalo

Area director of sales and marketing,
Radisson Blu Cebu, Park Inn by Radisson Davao
and Park Inn by Radisson Clark



TWO'S ON US

Located on a stunning beachfront overlooking the East Sea, Angsana Lăng Cô, Central Vietnam is ideal for hosting your next meetings and events. With a wide range of indoor and outdoor meeting facilities, and recreational options including an 18-hole championship golf course, award-winning spa and UNESCO World Heritages site tours, experience an exclusively designed event catered to your very needs.

Book from now to 31 March 2017 and enjoy exclusive benefits including complimentary rooms and room upgrades, airport transfers and resort credits.

Contact us at reservations-langco@angsana.com or +84 54 3695 800.

**Terms & Conditions apply.*



ANGSANA
LĂNG CÔ
CENTRAL VIETNAM

SENSING THE MOMENT

angsana.com



Upcoming Queen's Wharf Brisbane integrated resort, which will sit along the Brisbane River (pictured), is expected to serve as a conversation starter to elevate Brisbane's visibility

The exposure factor

Supporting tourism infrastructure and branding intelligence may be the driving forces to finally put Brisbane's overlooked incentive products on the map, **Rebecca Elliott** reports

It's the capital city of arguably Australia's most popular state for hosting incentive programmes, yet Brisbane, just an hour's drive north of the Gold Coast, rarely appears on the itinerary.

But that's all about to change, according to the Brisbane Marketing's general manager of conventions and business events, Rob Nelson, who admitted that the agency, as the city's conventions bureau, had long had a more associations-focused strategy.

"We want to explore our capabilities in the incentives space and are doing work now to look at what that market potential might be," he remarked.

Hosting the G20 Leaders' Summit in 2014 was a pivotal point for Brisbane, said Nelson. In addition to providing unprecedented exposure for the city, he said it also enhanced its reputation for hosting world-class business events, which led to greater confidence in the sector and improvements in infrastructure.

On the hotel front, 900 rooms

have been added to the city's inventory in the last two years with the likes of TRYP, Hotel Jen, Four Points by Sheraton and NEXT Hotels among the new entrants. They will be joined by new Mantra, Holiday Inn Express, Pullman, ibis, Emporium, W and Westin offerings over the next few years.

Yet these projects pale in comparison to the AU\$3 billion (US\$2.2 billion) development of integrated resort, Queen's Wharf Brisbane by the Destination Brisbane Consortium.

Announcing the development at AIME in February, Consortium partner The Star Entertainment Group's Queensland managing director, Geoff Hogg, said the project would restore and reactivate nine heritage buildings in the precinct and upon completion in 2022, would feature 3,100 hotel rooms and apartments, 50 bars and restaurants, a pedestrian bridge to South Bank, a mixture of retail offerings and, "12 football fields of public realm space that will accommodate up to 60,000 people".

"Situated along the Brisbane River, it will transform a (largely underutilised) heritage area of the city into a world-class and iconic multi-use precinct," he said.

Increased air access to Brisbane will also assist Nelson's cause, with Qantas, Etihad, Air Canada, China Eastern all upgrading or introducing new routes to the city.

As well, Brisbane Airport is constructing a new parallel runway which will double the airport's capacity to handle flights coming from Singapore and Hong Kong.

The bureau is currently working with Business Events Australia on a new market segmentation project and marketing assets to shape their brand, which could tackle the lack of awareness and visibility where Brisbane's offerings are concerned.

Nelson said: "We look at itineraries of other destinations and we think you can do all that in Brisbane, but perhaps we're not tell-

"We want to explore our capabilities in the incentives space and are doing work now to look at what that market potential might be."

Rob Nelson

General manager of conventions and business events,
Brisbane Marketing

ing the story well enough through the right distribution channels.

"You can do the Australian bucket list in Brisbane – feed the dolphins in Moreton Island, go to the Lone Pine Koala Sanctuary, do all the Australian things under



beautiful sky. We need to get that message across, particularly for the Asian market."

And with the supporting infrastructure now in place, "we've got the capacity now", Nelson expressed.



Moreton Island makes an interesting post-show tour destination; G20 Leaders Summit 2014 delivered unprecedented exposure for Brisbane



{ Spotlight }

Making waves at events



Brand new to the business events product offering in Brisbane is Pop Up Radio Australia, an online station that provides live radio streams and podcasts on event-related content to conference participants at the venue,

in regional locations or anywhere in the world.

The brainchild of Anthony Frangi, who's been facilitating conferences for over 25 years, Pop Up Radio was launched in October 2015 at the Business Innovation & Improvement in Government Conference in Brisbane.

"Podcasting and streaming is very much a way of life today," said Frangi. "We wanted to build a business that not only captures a permanent record of the extraordinary people who present at events, but also to celebrate the highly successful conference market."

To date, Pop Up Radio has secured more than 12 events within the health, planning, community, government, university and innovation sectors.

As its name suggests, the Pop Up Radio station is set up at the conference venue and inclusions are customised to the needs of the event such as on-air branding, sponsorship opportunities, panel discussions and more.

{ Talking numbers }



7,000

The number of world leaders, delegates and media who attended the 2014 G20 Leaders' Summit



2,000

The number of new hotel rooms to be added to Brisbane by 2018



646,000

The number of delegates who attended business events in Brisbane in the 2014-15 financial year

{ Insider }

Mat Finch, general manager, Ibis Styles Brisbane Elizabeth Street

Discover homegrown produce

A visit to the weekly Jan Powers Farmers Markets make for a feel good, grassroots experience right in the heart of the city. With a social and community slant, the markets are a great place to explore exotic products sourced from local growers and producers. It is a big, bustling, open-air food market that sells all the most interesting food and plants, kitchen goods and wine, breads, meat, fish and fowl under the sun.

Immerse in contemporary art

Housing over 16,000 works, the combined Queensland Art Gallery and Gallery of Modern Art (GOMA) is the centrepiece of Brisbane's South Bank cultural precinct. GOMA is home to a unique interactive Children's Art Centre and the Australian Cinémathèque, the only dedicated cinema facility in an Australian art museum.



Get a taste of street food where it meets urban vibes

Brisbane's urban food scene comes alive in a disused container wharf a stone's throw from the city each Friday and Saturday night. Wander through the Eat Street Markets bazaar and sample everything from aromatic international cuisine to boutique beers.



Kaohsiung Exhibition Centre

A force to be reckoned with

Kaohsiung's city government has been building new infrastructure and setting up MICE alliances, reports **Prudence Lui**

The success of the 2009 World Games in Kaohsiung, Taiwan has proven the port city's capability in organising international events and led to a slew of major international events for the destination.

In 2013 Kaohsiung welcomed the Asia-Pacific Cities Summit, followed by Taiwan International Fastener Show, Taiwan Boat Show and AIESEC International Congress in 2014. Last year it hosted the 2015 International Harbor Cities Conference, while the Global Harbor Cities Forum will sail into town this September.

Recognising the value of the business events sector, the Kaohsiung city government has established the Kaohsiung MICE Alliance to put up a stronger fight with rival MICE destinations. This alliance not only covers the resources of southern Taiwan

(comprising the cities of Kaohsiung, Tainan, Pingtung and Penghu), but it also combines resources from the industry, government and academia. Currently, there are 10 conference ambassadors and 138 members in the alliance.

The city government has also initiated the Asian New Bay Area Redevelopment project which features four major building projects – the existing Kaohsiung Exhibition Centre (KEC), Kaohsiung Main Public Library as well as the soon-to-be-built Maritime Cultural and Popular Music Center and Kaohsiung Port Terminal. The Asian New Bay Area will be supported by a light rail system for greater accessibility.

Kaohsiung's stand in the global MICE scene will get a further boost with national MICE body Meet Taiwan's recent efforts to promote sec-

ond- and third-tier cities in Taiwan for business events.

Kaohsiung Meeting & Event Promotion Office now enjoys help and support from Meet Taiwan.

Meet Taiwan's deputy executive director, Lily Su, said: "We no longer rely just on Taipei (to attract international events). Kaohsiung is an ideal option as its infrastructure is taking shape. For instance, the KEC and the Kaohsiung Main Public Library are stylish spaces that enhance the venue options in the city."

The Kaohsiung Main Public Library offers a 182m² multifunction conference room and a 1,375m² auditorium, while the waterfront KEC has 13 meeting rooms and two main halls that have capacity for 1,424 exhibition booths.

KEC vice president, Robert Campbell, said 70 per cent of business at the centre comes from exhibitions while conferences make up 30 per

Kaohsiung's Asian New Bay Area Redevelopment project will transform the city's waterfront precinct

"We no longer rely just on Taipei (to attract international events). Kaohsiung is an ideal option as its infrastructure is taking shape."

Lily Su
Deputy executive director,
Meet Taiwan



Destination: Taiwan

cent. However, the latter has been “expanding quite nicely.”

Campbell said: “Since (KEC’s) inception, occupancy has grown from 17 per cent to 22 per cent last year. Hopefully, it will exceed 30 per cent this year.”

However, venues alone are not enough to make a destination attractive for events. Local industry players are hoping for more opportunities to inject creativity into event programmes.

Lion Travel’s director of exhibition & convention travel service department, Joy Tsai, said: “I hope to see more vibrant elements that can excite delegates. For instance, The Pier-2 Art Center could be (a unique) venue for teambuilding and themed events. Also, (planners should be able to work) with yacht clubs (to organise) cruises (on luxury yachts) or waterfront parties for small-sized, high-end groups.”

Illustrating the opportunities to deliver creative events in Kaohsiung, Tsai told *TTGmice* that his company had recently hosted an outdoor dinner for 200 guests at the Confucius Temple in Kaohsiung. The meal was prepared by a team of private chefs who whipped up Taiwanese favourites, while live Chinese music entertained the crowd.

Able Conference and Exhibition, project manager, Paul Chuang, added that Kaohsiung could make available opportunities for visiting event delegates to do good for the local community.

“In the last two years, we have seen a growing need (for such activities), beyond doing the usual sightseeing spots,” Chuang said.

Citing an example, Chuang said a group of 600 delegates from a cosmetic firm in Shanghai had asked to work with a primary school in Kaohsiung to sell the students’ handicraft to raise funds for charity.

Patti Tang, director with Taiwan-based PCO Willy Event Consultant, opined that Kaohsiung is often perceived as “an industrial hub without much history”, so spotlighting its arts and culture would help improve its appeal among event planners.

There is also a need for the city to expand its inventory of five-star hotels to do well among incentive event planners, according to Ambassador Hotel Kaohsiung’s director of sales, Paul Hsu.

Hsu, who hopes to court a larger number of incentive business, said more rooms in the city are needed to accommodate huge incentive groups but there are only a limited number of five-star hotels.

{ Talking numbers }



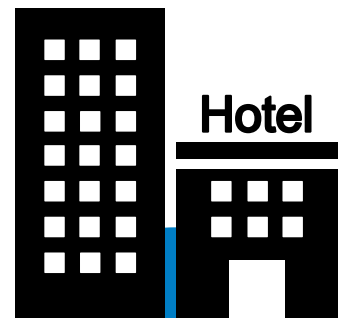
202,000

The total number of foreign MICE visitors to Taiwan last year, up from 188,883 in 2014



24

The number of international meetings confirmed in the city as of April 2016, along with 38 exhibitions



Hotel

107

The number of star-rated hotels in Kaohsiung, providing 10,970 rooms altogether

The waterfront Kaohsiung Exhibition Centre opened in 2014



Kaohsiung Exhibition Centre

{ Insider }

Pairry Chiang, Asia Concentrate Corporation's marketing manager, recommends three must-dos in the massive port city

Walk around Yancheng district

Take a stroll along the boardwalk and enjoy the sunset against a backdrop of restaurants. Also, check out The Pier-2 Art Center, old warehouses that have been converted into art galleries and museums.

Go on a harbour cruise

A leisurely cruise around the Kaohsiung harbour is a must. You can sail the Golden Triangle, which makes stops at the British Consulate, The Pier-2 Art Center and Hongmaogang.

Get actively involved in local culture

The Song-Jiang Jhen Battle Array, held in Kaohsiung's Neimen district, is an annual festival that features martial arts displays, lion dances, Chinese cultural music and dance, and more. This festival was portrayed in the movie, *Din Tao: Leader of the Parade*.



The Pier-2 Art Center was once a warehouse area but it has undergone a revamp and is now a creative and cultural hub

Prudence Liu

{ Spotlight }

Moving to the beat of your drum

A wave of cultural and creative concepts have swept across Taiwan in the last decade and historical industrial sites have been revitalised into creative parks.

For example, a former sugar refinery site built circa 1902 was transformed in 2010 by the renowned Ten Drum Art Percussion Group into the Ten Drum Ciaotou Creative Park.

Aside from an iconic old chimney towering over the three-hectare park, the venue has eight converted storage areas that are open to the public. These spaces have been turned into a restaurant, theatre, museum, conference hall and souvenir shops, with more room for further expansion.

The site also features a large outdoor space that includes grassland and an open-air concrete plaza – all of which are suitable for outdoor events.

According to business development team leader, Maggie Yang, the site can easily host 1,000 pax.

She elaborated: "Our 30-minute drum performance staged at the waterfall power chimney theatre can accommodate an audience of 470. We have one show each in the morning and afternoon so a large group



may be split into smaller groups. While one group enjoys the thrilling performance, others may join the hour-long guided tour or drum lesson. Our space allows 200 people to practice drums simultaneously by breaking into small group of 25 to 30 pax each.

"For corporate meetings, we have two meeting rooms with a seating capacity of 150 to 200 and 20 to 30 people respectively. There is also

a dedicated kitchen that caters to guests. Corporate buyout is possible with at least a six-month notice, while a three-month notice is necessary for ordinary corporate events."

The Ten Drum Ciaotou Creative Park is a 30-minute drive from Kaohsiung. The park can also be accessed via the nearby Ciaotou Station of the Kaohsiung Rapid Transit System.

E-mail tendrumsugar@gmail.com for more details.



From left: A teambuilding session on site; the park's iconic chimney

Under watchful eyes

The desire to hone in on the MICE segment is shining through in Thailand. Pagodas on an Inthanon mountain, Chiang Mai, Thailand, pictured

MICE sellers in Thailand are trading in the exchange rate tunnel vision for more broadly-informed strategies, intent on taking control where the opportunities arise, **Michael Mackey** reports

While the silver lining around Thailand's depreciating baht is plain to see for MICE sellers in the kingdom, players interviewed are careful not to turn a blind eye to other salient factors that weigh on inbound MICE travel.

Sanguine about the performance of the MICE sector is Nopparat Maythaveekulchai, president of the Thailand Convention and Exhibition Bureau, who said the bureau expects a 10 per cent increase in number of MICE travellers to Thailand next year, with "a lot of" demand from conventions and exhibitions.

Incoming MICE business will not be hurt by Thailand's falling exports and flat GDP, he added, noting that the AEAN Economic Community, which supports more freedom of movement for people, will lend adequate support.

An issue which looms large in many Thai businesses concerns – the recent depreciation of the Thai baht – also presents possible upsides for the MICE sector. The baht has recently rallied but is still down from

2015 and could weaken further if the Thai economy fails to pick up.

Commenting on the gains that this could bring, Nopparat said: "The purchasing power of the foreigners would increase (with the weakening of the baht). Foreign MICE organisers (would enjoy) cheaper rental of facilities (in Thailand)."

Similarly, Max Jantasuan, group managing director, Events Travel Asia, was positive that the MICE sector will "do great" in the coming months until 2017 amid currency movements.

Sumate Sudasna, president of Thailand Incentive and Convention Association, had a more modest forecast.

"We believe there will be moderate to small growth in all sectors.

"It hasn't become apparent that the attractive exchange rate stimulates decisions to hold events here, as other factors (take priority) and exchange rate gain is just an added benefit," Sumate said.

Others agree that a more broadly-informed view is needed, especially when dealing with specific markets.

For example, Max pointed out that prompt response and competitive deals are key to securing MICE business from Russian buyers.

"We have been winning quite a number of Russian MICE business in the past six months," he said.

As well, rather than gunning for mass market leisure travellers from China, a massive emerging market, companies such as Events Travel Asia are decidedly focusing on premium MICE business from China.

"We do not want (to focus on) massive volumes of mass market leisure travel as we cannot compete in pricing," Max explained.

He added that the company would be receiving a Chinese incentive group of 250 on their first trip to Bangkok later this month.

Other trends being watched by the industry include oil prices and national economies.

Politics also need to be factored in, with some of those interviewed highlighting Thailand's turbulent politics hindering inbound travel and a possible upswing from the American market post-elections.

{ Insider }

Robert Rijnders, senior vice president and area general manager, Pattaya, ONYX Hospitality Group

Lap up the flavours of Asia

Mantra is a one-stop fine dining haunt featuring multiple open kitchens serving cuisine from various parts of Asia – from Thai and Indian to Chinese and Japanese. Now in its 10th anniversary, it has become a favourite stop for Sunday brunches and catch up sessions with family and friends.

Let the kids play

Harbour Land Mall provides a world-class indoor playground space comprising an ice skating rink, a trampoline park, a slide zone, and an area for activities such as cooking and t-shirt painting for children. Parents can enjoy great coffee in the sea view café.

Take a moment for introspection

For relaxation and contemplation, I would recommend The Sanctuary of Truth. The architecture of its carved wooden facade and the surrounding views around sunset are a breathtaking sight. Being a space for quiet reflection is exactly what differentiates this oasis from the rest of Pattaya.



{ Spotlight }

Amari packs a punch

Night of Champions, a Muay Thai (Thai kickboxing)-cum-dinner package offered by Amari Watergate Bangkok, provides a strong entertainment lineup and an experience of local themes.



Guests are first transferred 40 minutes away from the hotel to a Muay Thai stadium and training camp on the outskirts of Bangkok.

On arrival, guests are greeted with cocktails and a demonstration of Muay Thai moves on an outdoor terrace.

A lion dance troupe leads them into the stadium where they are then seated at tables around the ring. Here, dinner is served while the event moves into full-swing.

An acrobatic display leads up to the main Muay Thai fight event, which ends with some razzamatazz when the winning fighters practise the traditional Dance of Champions ritual.

What makes the evening different is not only the ease and convenience of watching a quintessentially Thai sport over dinner, but also some of the fringe elements in the mix.

For example, guests are offered a short meeting with the chef and given mini-boxing gloves as a souvenir.

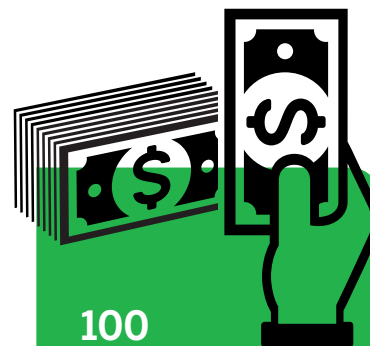
More intriguing still is the option to train with the boxers, which for Muay Thai enthusiasts may be the most compelling part of the experience.

{ Talking numbers }



2,500

The number of overseas delegates expected to attend the 34th Asia-Pacific Academy of Ophthalmology Congress in 2019 to be hosted in Bangkok



100

The incentive in USD given out by TCEB to trade visitors who attend three business matching meetings



109,987

The number of Chinese arrivals out of the total of 1.1 million business events visitors to Thailand in 2015, making China the largest MICE market for Thailand, according to TCEB



Macau is turning its attention to MICE arrivals after seeing a decline in gaming visitation; Grand Hyatt Macau pictured

Playing the appropriate cards

Stakeholders report growth in MICE business despite weaker attendance according to official data. Still, more programmes are being created to keep the Chinese interested. By **Prudence Lui**

With the global uncertainty and China's economic slowdown, business events from China into Macau was negatively affected in 2015.

Based on Macau's Statistics and Census Service, the total number of conference participants fell by 10 per cent to 88,189. This is despite the 125 per cent year-on-year growth in meetings and conference to 831 last year. Meanwhile, the number of exhibitions also decreased by nine year-on-year to 78 (where 74 were organised by non-government organisations), and the number of attendees dropped by 3.8 per cent to 2,393,461.

But with the Macao Trade and Investment Promotion Institute (IPIM) stepping up officially to promote MICE in the Chinese destination on January 1 this year, things might just improve.

An IPIM spokesman told *TTGmice* that China is "always one of the key MICE markets for Macau".

Besides courting planners from China through a stronger presence at related tradeshow like IT&CM China (Shanghai) and CIBTM (Beijing), IPIM is also pursuing the international MICE market.

"While there was a minor fall in visitor arrivals in 2015, MICE business is expected to continue its growth as new capacity comes online and the industry turns its attention towards this sector to fill the drop in gaming visitations," said the spokesman.

The spokesman added that IPIM is "embarking on new programmes to support industry growth and incentivise new business to come to Macau".

He elaborated: "We have a growing reputation as Asia's mega events city and we will be hosting a number

of large-scale MICE events such as the China Expo Forum for International Cooperation 2017, a 7,000-pax Herbalife China Extraordinary Meeting, and a 10,000-pax Jeunesse Global Greater China Meeting."

Local MICE stakeholders are doing their best to pull in traffic too.

Sands China, vice president of destination marketing and sales, Ruth Boston, saw a positive overall increase in MICE business in 2015. She attributed this to Sands Resorts Cotai Strip Macao's MICE promotion Meet for Free in Macao, which ran from July to December last year.

She said: "It helped us obtain more new business from MICE groups from China. Room nights increased by over 40 per cent from the market in 2015, as compared to 2014."

"We expect a healthy and steady growth this year because we have successfully diversified our MICE business in key industries and focused on building strong partnerships with key players throughout the region. China is a key source market for us and we are investing significant funds in our marketing and sales efforts to grow business from mainland China," Boston said.

Looking ahead, Boston feels that there are many opportunities to be tapped in China's second tier cities such as Chengdu, Xiamen, Ningbo and Hangzhou. In 2016, the group will be conducting roadshows in some of these cities to showcase their MICE offerings.

"While the economy plays an important role in how it affects travel out of the mainland, people still want to discover new destinations and Macau is well positioned to cater for all market, from families to (business events)."

Grand Hyatt Macau also expects continued growth in business from China in 2016, bolstered by the efforts of the tourism and hospitality industry as well as the Macau government.

General manager Paul Kwok said: "We will continue to focus sales and marketing efforts on increasing business from China, especially from the MICE segment, through hosting fam programmes and appreciation events, as well as leveraging on our group's sales network."

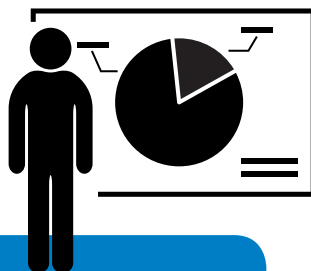
From an incentive perspective, Macao Government Tourism Office received a total of 58 incentive

{ Talking numbers }



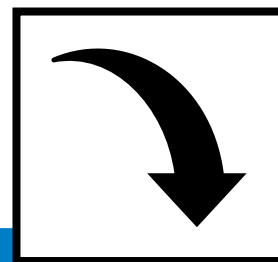
58

The total number of incentive groups the Macao Government Tourism Office received through the Incentive Travel Stimulation Program. In total, there were 36,725 participants



909

The total number of MICE events held in Macau last year. Both meetings and conferences accounted for 831, up by 125 year-on-year



2.1

The average duration of the meetings and conferences in days. This is down by 0.2 days as compared to 2014

groups comprising a total of 36,725 participants last year through the Incentive Travel Stimulation Program. The majority of the incentive groups were from mainland China with a total of 14,466 participants.

One of the largest Chinese group to make landfall in Macau last year was the 9,000-pax Joymain Annual Conference.

Director Maria Helena de Senna Fernandes said: "The majority of Chinese incentive groups were

from the fields of medical technology, pharmaceutical services. In order to continuously promote tourism development, we launched a new edition of the Travel Stimulation Program on July 1, 2015."

Air Cruise's director, Eric Chang described 2015 as a quiet year for Chinese MICE with only a slight decrease thanks to the government's support.

He remarked: "The government has been helping the industry

directly and indirectly. For instance, it hosted more government events last year, with invitations extended to scholars and experts from the mainland.

"I am not optimistic about this year but the drop (in MICE business) will be limited to a single digit. The only opportunity I see in this situation is that the demand for business event manpower would not be as high as before so clients can expect better service quality."

{ Insider }

Domingos Savio Chang, managing director, Macao Professional Conference and Exhibition Organizer

Discover Macau's fresh offerings

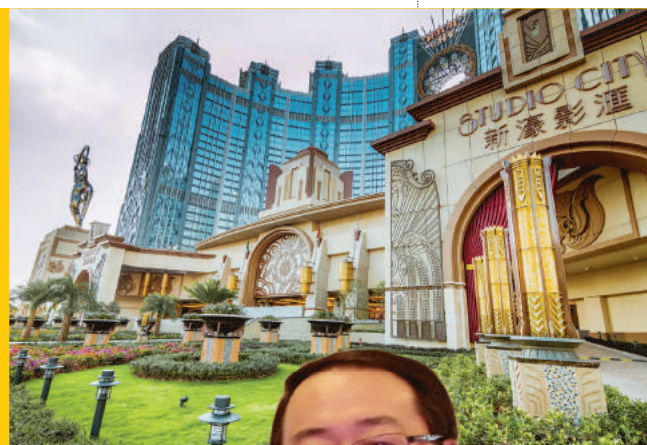
Pay a visit to the city's latest attractions like Macau Studio City and revamped Macau Fisherman's Wharf's Legend Boulevard. The soon-to-open Parisian Macao's iconic half-scale replica Eiffel Tower started lighting up at night recently.

Hold a swanky event

You would be spoiled for choice of event venues in Macau. The Galaxy Macao affords the option to host a gala dinner or party at the man-made beach. And at the Venetian. Planners can choose the Venetian Macao for a poolside party or a themed gala dinner.

Dip into the melting pot of international cuisines

Your Macau experience won't be complete if you haven't tried authentic Portuguese cuisine. Rua Do Cunha in Taipa is a great place to begin your culinary adventure with two Portuguese outlets there that hold Michelin stars. Alternatively, pamper yourself with international cuisine at fine dining restaurants in renowned luxury hotels or excite your taste buds with local dishes, such as wonton noodles along Avenida de Almeida Ribeiro or hotpot restaurants in Zona de Aterros do Porto Exterior district.



Macau Studio City draws the crowds



Covering all the bases

SECB makes the four days in sunny Singapore count for North American buyers, having taken key steps in structuring the programme, writes **Caroline Boey**



Event brief

Part of the effort to raise the profile of Singapore as a business events destination, North American buyers identified by Singapore Exhibition & Convention Bureau's (SECB) media partner were invited to Singapore to be introduced to its national carrier, hotels, DMCs, attractions, venue, etc. The programme catered to buyers who had not been to Singapore before or are in need of a refresher on the destination's products and services.

Challenges

As C-suite end-users and intermediaries were targeted, SECB and its partners had to create a programme that delivers greater sophistication than the usual fam trip and site inspections.

As well, the organiser had to give value not only to the invited North American buyers, who would have to invest one week of their time, but also to SECB's partners.

It was also challenging co-ordinating with the three DMCs and other partners given the time difference between the US and Singapore.

Solutions

The event's programme was structured to get around some of these challenges.

Important components of the programme were: Opening Education Session, which included a panel discussion and networking opportunities with the local industry; discovery of what Singapore has to offer by day and night; and Marketplace, where buyers had one-on-one meetings with 18 partner suppliers.

Kershing Goh, regional director, Americas, international group, SECB, told *TTGmice*: "Many incentive (groups) are now looking for a deeper connection to the places they go to. In creating the structure and content of the event, we took our inspiration from the 2015 SG50 story programme, targeted at the leisure market and which was very successful.

Event

Singapore: A Curated Discovery

Organiser/Client

Singapore Exhibition & Convention Bureau, New York office

Opening Session venue

Sands Expo and Convention Centre, Sands A Ballroom

Date

March 14 – 18, 2016

Number of participants

16 US and four Canadian buyers, 60 Singapore travel trade members

"To bring real business value to the buyers, we had to create an opportunity – the Marketplace session – for them to meet the airline representatives, DMCs and other suppliers."

Key takeaways

There were many comments by the North American buyers on the heat and humidity in Singapore so the programme comprised a bigger proportion of night-time activities.

As well, the 15.00 to 18.00 time slot was set aside for the buyers to rest, Goh noted.

The organisers also had to take note of special North American dietary needs such as gluten-free food, vegan options and shell and fish allergies, etc.

Looking ahead, SECB will tweak the programme content to extend its reach in the North American market such as through working with other companies like Helms-Briscoe.

Singapore: A Curated Discovery itinerary

Day 1

- Arrival
- Site inspection of Capella Singapore
- Site inspection of Marina Bay Sands

Day 2

- Education Session
- Lunch at National Gallery Singapore
- Trishaw ride to Urban Redevelopment Authority (URA) office, guided tour of the URA Gallery
- Singapore Sling at Raffles Hotel
- River cruise
- Cocktail reception and welcome dinner at Clifford Pier



Day 3

- Site inspection of The South Beach
- Visit cultural districts, lunch in Little India
- Secrets of the Red Lantern walking tour
- Late Night Supper Crawl with local food personality K F Seetoh

Day 4

- Visit NEWater Visitor Centre
- Lunch at Ocean Restaurant
- Marketplace
- Closing dinner at Pollen Restaurant, private tour of Gardens by the Bay

Day 5

- Shopping with personal guide
- Departures





A night to remember

Compressing an entire destination into a single night seems impossible, but EMG manages to pull off a memorable event with finesse, writes **Rebecca Elliott**

Event brief

Each year, prior to the commencement of AIME, Melbourne Convention Bureau (MCB) hosts a Welcome Reception for hosted buyers, media and other industry players.

In 2016, MCB's brief was to showcase Melbourne along with a unique event space in the city, and to ensure the audience knew the organisation was the event host. Through a rigorous tender process, Event Management Group (EMG) was awarded the contract.

EMG opted for the *One Year in Melbourne in One Night* theme in celebration of the city's vibrant arts, culture, food and festivals. The vision was executed through multimedia, food and performance inspired by the Victoria's Secret Fashion Show, providing the audience with a complete sensory experience.

EMG's director, Peter Jack, explained: "Victoria's Secret Fashion Shows showcase technology, design, lighting and music, and you're sucked into it. What we wanted to do was deliver a show

Event
Asia-Pacific Incentives and Meetings
Expo Welcome Reception

Organiser/Client
Event Management Group for the
Melbourne Convention Bureau

Venue
400 City Road

Date
February 22, 2016

Number of participants
1,400

"It can't be a one dimensional thing; it can't be just about the venue, or the food, or the entertainment. If you can't connect everything together it doesn't make sense. If we're talking about events and destinations then you need to be able to showcase what a destination can bring to the audience," he said.

To pull off the event's theme, Jack's concept included a 'show' element combining film with a live performance; an art installation and roving performers; and four different food stations, including a fish and chippery, and an edible graffiti buffet. Furthermore, all these had to be executed on a very tight budget.

Solutions

To cater for the larger audience, Jack redesigned the entire event, switching around the food stations to ensure ease of movement for the large crowd. That is with the exception of the Asian noodle and dumpling experience, which was bundled into a tight corner to create a hot and steamy atmosphere.

"Are they going to be comfortable? No, but they're going to remember the experience," Jack said.

To realise his vision on a restrictive budget, Jack and his team worked with more than 30 partners – from the Atlantic Group for catering, right through to local department store, Myer, for the performers' costumes.

Key takeaways

Jack conceded that flexibility, adaptability and leveraging partnerships were the key to success for the AIME Welcome Reception.

"We wanted to take them somewhere they didn't expect to go," said Jack.

And for Jack and his team, hearing the continuous roar of the crowd throughout the main performance was testament to success.

that in a 15-minute slot you could get a taste of what Melbourne is all about."

Challenges

On the Friday prior to the event, ticket sales jumped. The event and venue was designed to accommodate between 1,000 and 1,100 guests comfortably, but numbers had grown to 1,400.

Jack said: "Unlike a convention centre, which is designed for people, traffic flow, movement and access, pop up venues aren't – they're converted spaces. "So how do we ensure that we design something that people are pushed in all different directions and we create a flow? That was one of my biggest challenges when we hit 1,400 people."

In addition, Jack said the event concept was a risk.



{ Hot moves }



Cindy Goo

Andrew Jordan
Carlson Wagonlit Travel (CWT) has named Jordan its new chief technology officer. He has extensive experience across leading B2C and B2B brands and was last senior vice president, technology and operations for NBC Universal International.

Cindy Goo
Goo has joined Holiday Inn Singapore Atrium as director of sales and marketing. She was last with Studio M Singapore and is armed with more than 15 years of experience in the hotel sector.

Elvis Ng
Suntec Singapore has made Ng its new chef



Jose Alberto Ocasio

de cuisine. Ng joins from Orchard Hotel where he was sous chef. He has over 20 years of culinary experience.

Jose Alberto Ocasio
Ocasio has been chosen to open Mövenpick Resort Boracay this July. He has extensive hospitality experience, and was general manager at various properties under the Banyan Tree Holdings.

Kurt Ekert
Ekert now leads CWT in the position of president and CEO, replacing Douglas Anderson who has left to pursue other opportunities. Ekert was last executive vice president and COO of Travelport.



Kurt Ekert

Lim Boon Kwee
Dusit International has appointed Lim as COO. Based in Bangkok, he joined Dusit in March 2013 as president of Dusit Fudu Hotel Management Company, Dusit's joint venture company based in Shanghai. With this appointment, the office of the president of Dusit Fudu will be integrated with that of the COO of Dusit International.

Michael Duckworth
Duckworth is now AV & production services manager at Brisbane Convention & Exhibition Centre. He was last AV sales manager.



Lim Boon Kwee

Patrick Manthe
Manthe has been appointed general manager of Chatrium Hotel Riverside Bangkok and Chatrium Residence Riverside Bangkok. He joins from U Sathorn Bangkok where he was general manager.

Robert Sauer
Sauer is now executive chef at Four Points by Sheraton Sydney, Darling Harbour. He has over 20 years of culinary experience from working across the globe.

Taryn de Belen
The soon-to-open Conrad Manila has appointed de Belen its



Robert Sauer

director of business development. She brings to the table more than 15 years of hotel sales and business event experience.

Wai Mun Wong
Carlson Wagonlit Travel has appointed Wong to the role of vice president, global supplier management, Asia Pacific. She has been a key member of CWT's global supplier management team since 2012 and has over 22 years of experience in the travel industry.

{ Career inspiration }

Winnie Choo

Director of sales and marketing, Sheraton Imperial Kuala Lumpur Hotel

How long have you been in the business of corporate events?

I have been at it for 16 years, after graduating from a hotel management course at KDU College in Malaysia.

What do you love most about your job?

I love not having a permanent office. I am constantly moving within the different departments in the hotel. I am required to work with everyone to achieve the ultimate goal, which is making events a success and keeping clients happy. I also enjoy meeting new people from various industries.

What is your one most memorable job-related incident?

I had an organiser who made a full payment of RM50,000 (US\$11,958) for a meeting that never took place because he got his dates mixed up and the delegates didn't arrive. I thought that was quite funny.

What advice would you give to someone looking to join the business events sector?

You have to love what you do, otherwise you will constantly complain about the long hours and find it difficult to keep up the momentum.



TTG TRAVEL AWARDS 2016



Cast Your Vote Now!

You Decide Who Receives The Industry's Highest Honour!

TTG Travel Awards, Asia-Pacific travel trade's most celebrated event, is back for its 27th year to honor the industry's crème de la crème. Tell us which company has made exemplary achievements and contributions that have raised the bar of excellence and taken the industry to greater heights.

Vote now and help your favorite travel suppliers and agencies bring home the title of being the best in the travel industry.

www.ttgasia.com/ttg-awards

Voting Closes 15 July 2016

An event by:

TTG

Publishing
Travel Trade

TTG Travel Trade Publishing is a business group of TTG Asia Media

Organised by:

TTG

Supported by:

TTG 旅业报

TTG

TTGmice

TTG^{BT}mice

Business Travel Awards

TTGassociations

LUXURY

Robert Rogers

The founder of International Live Events Association Hong Kong chapter tells **Prudence Lui** that the country's government can do more to elevate the country's special events industry

You've said that Hong Kong's special events industry is an immature one. Why do you think so?

In Hong Kong, we do not enjoy the degree of quality government support that overseas markets do, especially those in Europe and the US. Such support is not just about financial handouts although it is a main part.

Furthermore, these overseas markets have large groups of vendors like furniture-makers while here we have only two to three that are exhibitions-based.

In the past 10 years, there has been improvement in areas such as general awareness on professionalism, education on special events and respect for event professionals. But there is still room for improvement. For instance, there is a lack of in-depth understanding about the event flow. An emcee was asked to put the event on hold when a committee representative wanted a break. It disregarded the knock-on effects on F&B services and disrupted the work of the lighting technicians and audiovisual guys.

What is needed to bring the special events industry to the next level?

More marketing and research efforts are needed. For instance, the US-based Convention Industry Council and the International Live Events Association (ILEA) headquarters looked at how much money the meeting industry can generate across the US. Putting a figure on the industry's value to the economy could really open doors. I hope we can do the same so people would start to realise it is such a huge industry with so many small companies working together to orchestrate big events.

Since the Hong Kong government has allocated a budget of HK\$220 million (US\$28.4 million) to boost tourism this fiscal year, let us hope that we can get

extra funding from Meeting and Exhibition Hong Kong (MEHK) to carry out such a study.

What will influence the development of Hong Kong's special events industry?

Better and deeper education is easily the most important factor. We've been trying to educate the business community here but many still don't grasp the full potential of the special events industry. Continuing professional education is a small thing here and although ILEA has attempted to improve this, it doesn't have the money for larger projects.

On the bright side, worldwide universities like City University and the Polytechnic University have been offering event management courses over the last decade. Much younger entrants are also discovering the market, bringing some great ideas and different styles.

Is Hong Kong physically ready to support the growth of this niche industry?

We have been facing a shortage of venues for groups of 100 to 300 pax but still nothing's been done to solve it. We get a lot of high-net-worth VIP groups of 50 to 100 (and we need unique venues for such gatherings). Following the recent launch of the Police Married Quarters (which has been transformed into a chic collection of pop-up stores and two unique event spaces), there are hopes that other heritage sites such as the Jockey Club's Central Police Station will be able to offer event space after their makeover.

Are there challenges in staging special events outdoors?

Well, yes. Currently you need separate licences from multiple government agencies (to do an event outdoors). It would be wonderful to have an individual or

group with deep understanding of event processes working within the government that could actualise change. However, my concern with this is the government might then implement more rules and regulations, making it difficult to hold outdoor events. Currently, there are not many rules in place and those that exist are very ad hoc.

What kind of special events should Hong Kong aim to specialise in?

The Mega Event Fund commissioned a study to find out what events they could bring to Hong Kong, and that's a great idea. But some events need to be created from within the community. Instead of finding out what events we can buy, it would be better to have more people with actual event experience to help make these decisions.



International Live Events Association was formerly known as the International Special Events Society. The rebranding, which was executed earlier in May, better reflects the association's diverse membership and members' involvement in live events.



INSPIRED BY YOU, STAGED BY US

Make every event truly magnifque. Surrounded by manicured lawns, spacious outdoor areas with panoramic sea views and served by a private driveway, our dedicated InspiredMeetings™ planners will suggest creative and custom-made banqueting options, fully optimizing 1,300m² of unique event venues that can be customized to suit any theme, occasion and event type.

For enquiries, please contact our InspiredMeetings™ planners at H9474-SB5@sofitel.com or at **6708 8310**.

SOFITEL SINGAPORE SENTOSA RESORT & SPA

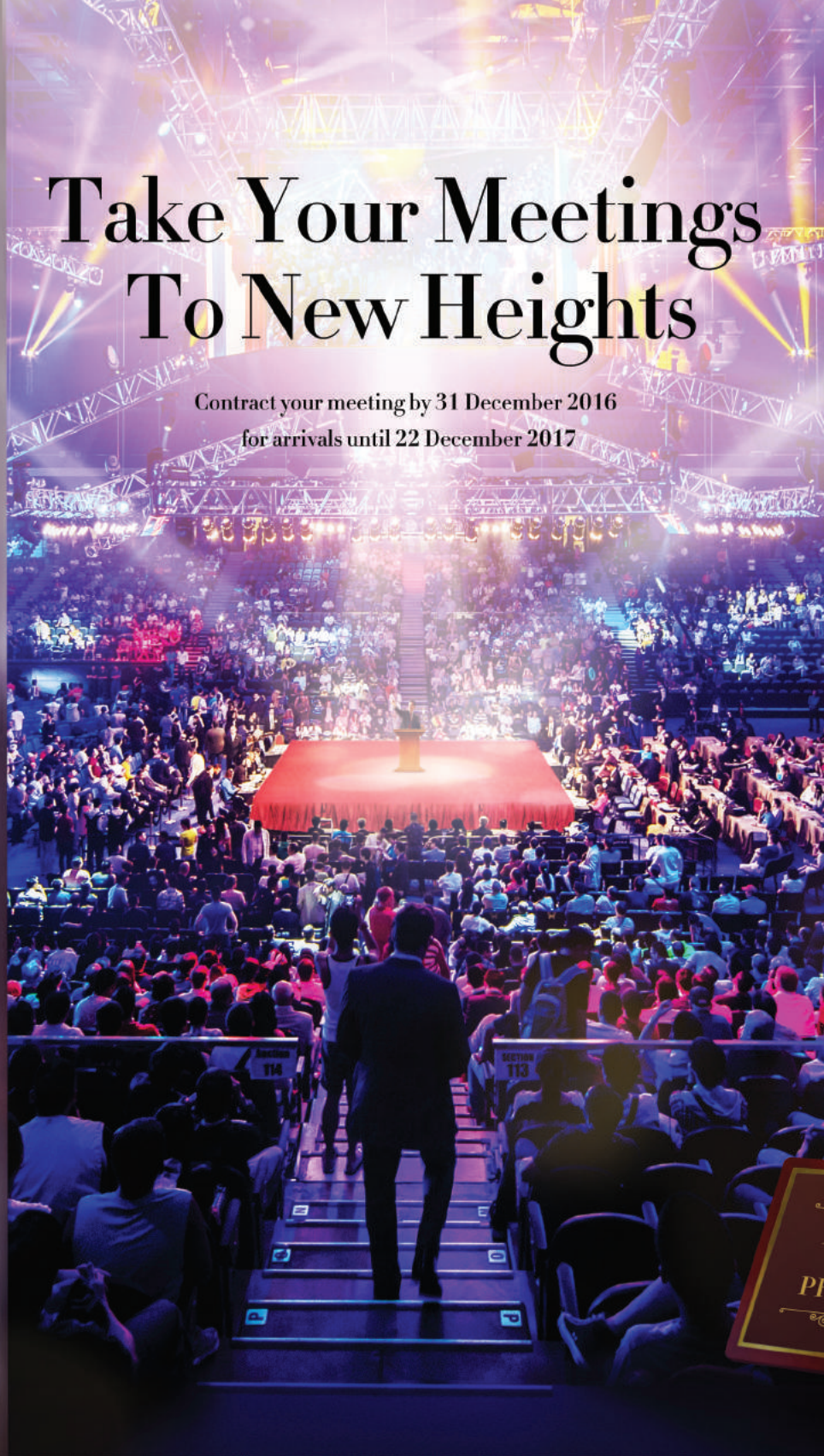
2 BUKIT MANIS ROAD SENTOSA, SINGAPORE 099891 · TEL: (65) 6708 8310 | FAX: (65) 6275 0228
WWW.SOFITELSINGAPORESENTOSA.COM

Life is Magnifque in Singapore!



Take Your Meetings To New Heights

Contract your meeting by 31 December 2016
for arrivals until 22 December 2017



Book Now To Enjoy “Macao Meetings With More”

Book an event at any of our hotels and enjoy the following offers*

- 5% off master bill
- Complimentary room and upgrade
- 20% off audio visual equipment rentals
- Complimentary 30-minute “Meet & Greet” entertainment performance
- Buy-1-get-1-free ferry tickets



ST REGIS
MACAO - COTAI CENTRAL

FOUR SEASONS HOTEL
Macao Cotai Strip

THE VENETIAN
MACAO

Sheraton
Macao
COTAI CENTRAL

CONRAD
MACAO, COTAI CENTRAL

假日酒店
Holiday Inn
MACAO, COTAI CENTRAL

澳门金沙度假区
Sands
RESORTS
COTAI STRIP, MACAO

SandsResortsMacao.com/meetwithmore

*Terms And Conditions Apply